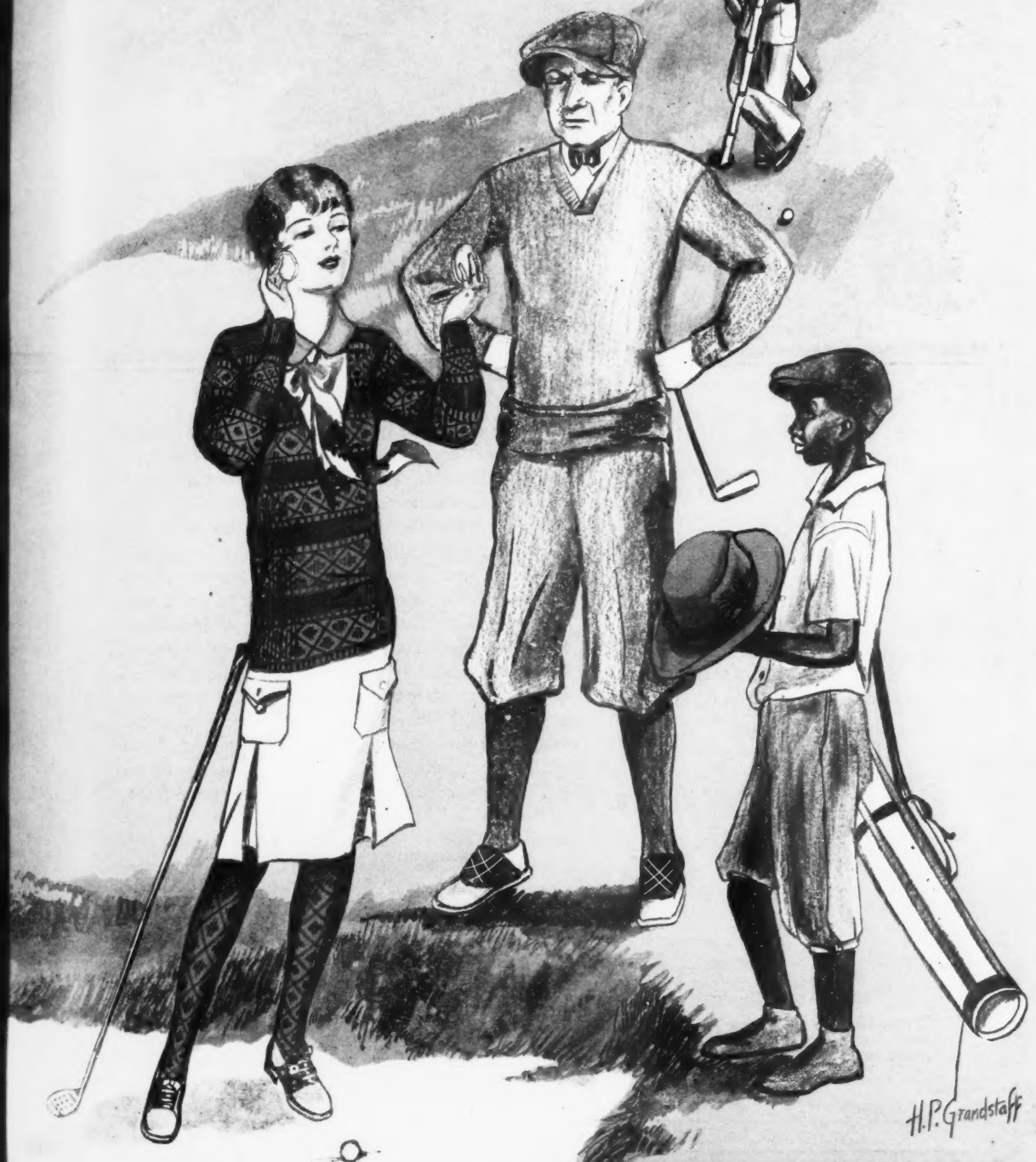


DALLAS



OFFICIAL PUBLICATION of the **DALLAS CHAMBER OF COMMERCE**

Vol. 5 No. 10

October, 1926

Price 15 Cents



Autocar Trucks

of
"Conventional
Design"

We have started production on Autocar trucks of "conventional design"—with the engine under a hood out in front. These will be provided in capacities corresponding to our present line.

These additions to the Autocar line of motor trucks mean a further extension of the long-established Autocar policy of providing the correct wheelbase length for every hauling need. We have always believed that wheelbase length is an important factor in the economical operation of motor trucks. Increasing traffic congestion in all hauling centers makes short wheelbase handiness more important and a greater source of time-saving economy every year. We shall continue to build, recommend and sell short wheelbase, engine-under-the-seat trucks.

The Autocar truck, with the engine out in front, is changed in appearance only. It is the same Autocar truck whose economy and dependability have already been demonstrated in your service. It has the same 4-cylinder engine, the same transmission, the same rear axle, and will be sold at the same price schedule as our trucks with the engine under the seat. It is built in the same Factory and sold and serviced at the same Branches.

*[Extract from a letter that
was sent to all Autocar
users on August 20, 1926]*

THE AUTOCAR COMPANY

Ardmore, Penna.
Est. 1897

L. H. McInerney
President

DALLAS FACTORY BRANCH : 2701 Main St.

A Newspaper's Greatest Asset

Reader Confidence

☞ And what is reader confidence? Reader confidence is that possession that makes the omnipotent Public declare *this is so or that is not so* across breakfast tables, because their newspaper has given them the *facts* and *they know it*.

☞ Reader confidence is the harvest that is gleaned, straw by straw, through a lifetime of unfailing service by a newspaper that places fairness and accuracy above every other consideration on earth.

☞ *There are no short cuts to true reader confidence.*

☞ During its forty-one years of leadership, The News has instilled confidence into the minds of its readers. The high degree of faith it enjoys today among the people of The Great Southwest is the fruit of all these years.

☞ And it is this faith that has placed The News in an enviable position among Texas Newspapers.

Experienced advertisers never underestimate
the value of reader confidence when placing
their advertising.

The Dallas Morning News

"Supreme In Texas"

**AT THE HEART
OF THE HIVE**

Occupying the center of importance in the beehive of modern business is the Desk. Over the desk problems are threshed out; policies laid down; plans conceived, weighed, put into operation; deals consummated; work accomplished.

There isn't a desk need we cannot fill, from the smallest piece to the most elaborate matched suite.

Business Men who seek to secure the best at the most reasonable prices should consult us.

STEWART OFFICE SUPPLY Co.
PHONE X6461 1810 MAIN STREET.

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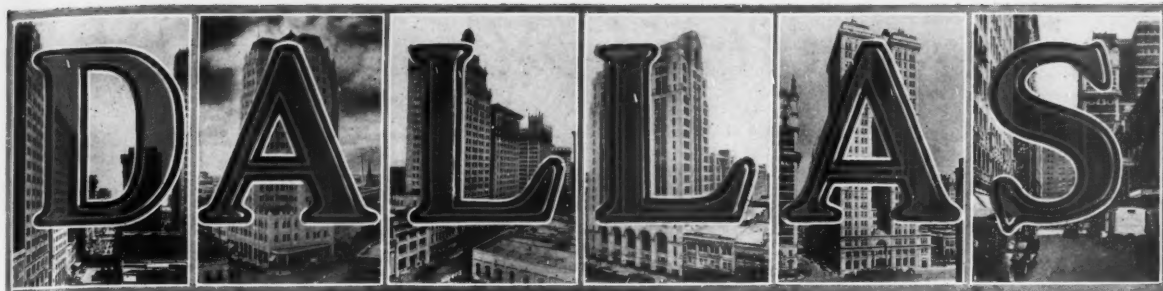
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OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Volume 5

October, 1926

No. 10

The Tale of Thirty-Two Cities

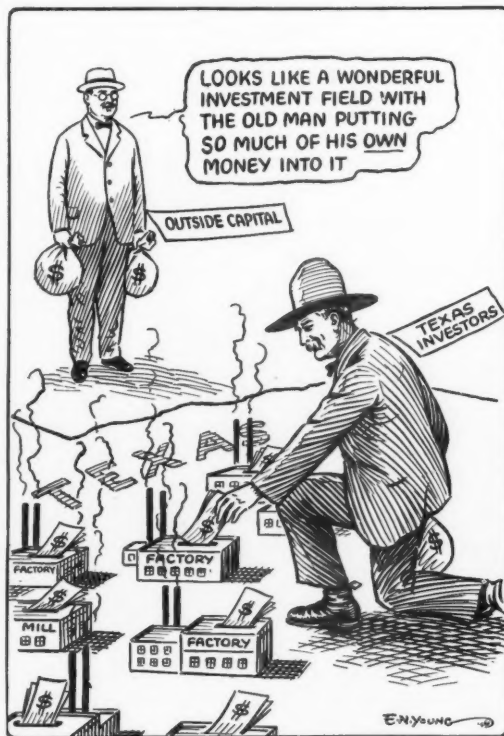
M. J. Norrell Outlines the "Whys" of great Cities and Tells How Dallas May Become One of Them.

A NUMBER of years ago a very eminent English author, Charles Dickens by name, gave to the world a masterpiece of literature and called it "The Tale of Two Cities." Since that time those enjoying good literature have read this book and today it remains a classic of English and world literature.

The title of this article is "The Tale of Thirty-two Cities," and it is based upon a careful study from official records of the progress of thirty-two American cities with a population of two hundred thousand or more with a strict comparison of the increase in population in its relationship and compared with increase of manufacturing output in these respective cities.

These cities are Rochester, Portland, Denver, Toledo, Providence, Louisville, Cincinnati, New Orleans, Minneapolis, Kansas City, Seattle, Indianapolis, Jersey City, Baltimore, Pittsburgh, Los Angeles, Buffalo, San Francisco, Milwaukee, Newark, New York, Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, St. Paul, Brooklyn, Akron, Atlanta and Dallas.

Without a single exception the proportion of increase in population as compared with the increase in manufacturing output holds good—



The Best Way to Get Him Interested

which clearly indicates to anyone who will give this matter consideration that if Dallas, our own city, expects to have an ultimate population of a half million or more, it must come through the establishing of additional manufacturing plants with increased payrolls, making it possible to absorb and properly assimilate this increase in population which we expect to have.

For almost three decades now, men of vision, men able to sense the needs of this fast developing State, have been conscious of an ever-increasing need for industrial expansion—for factories that will with magic touch fashion our vast stores of raw materials into finished products—ready for and suited to the far flung markets of the world. Slowly but surely this consciousness has spread until today men engaged in

every line of commerce have agreed that Texas, the Southwest and the entire South, must expand their industrial and manufacturing enterprises.

Just as this applies to all of Texas, it applies particularly to our own city—Dallas.

Texas is growing—the eyes of the Nation are looking toward this empire and Dallas is coming in for her full share of increase in population. This vast increase in population, people coming to make Texas their home, many of them coming to Dallas, must be assimilated, absorbed, must have an

(Continued on page 32)

Col. Bogey & Old Man Winter, Inc.

All Year Golf is Drawing Thousands of Enthusiasts to Dallas

BY GENE WALLIS

NOTICE to Easterners: If you contemplate bringing your shooting irons to Texas on that fall business trip here, don't do it. Bring your mid-iron and all the rest of the Pullman-named irons and woodens in your bag.

Dallas is one of the few big cities in the United States where golf is an all-year pastime, depending not upon the fickle weather for its devotees. From January to January the golf courses of the city, municipal, country club and privately owned, are crowded with golfers. While in the North and East, golfers are putting on carpets indoors, or breaking chandeliers with practice drives in drawing rooms, Dallas players, and those from other climes who have heard of conditions here, are playing as usual in the crisp and invigorating atmosphere that has had as much as anything else to do with the upbuilding of the Dallas Spirit.

The grass greens remain green until nearly Christmas. Shortly after the new year they are green again. Even while the grass is dead the groundkeepers keep them smooth and nearly as true as in the spring.

Several of the city's courses have sand greens. These, of course, are not affected by the frost.

On the country club and municipal courses tournaments are scheduled throughout the year, without thought of the weather. Should the day of the tournament be bad there will be only a day or two of such weather, before another clear crisp day when the golfers may, without discomfort, invade the fairways again.

As Texas is usually the training ground for some of the major league baseball teams, so Dallas has been the winter practice field for eastern and northern golf experts who do not want to become stale from the enforced idleness of their home courses.

Where Winter Has Dyspepsia

IN Chicago, New York and Philadelphia the golfer stows his golf clubs and clothes away in November. In Dallas, about December first, he buys a new sweater and keeps his clubs shined with use. Cartoons and comic strips depicting fanatical golfers peering through frost-covered windows into a snowstorm, registering gloom, are decidedly out of place in Dallas. While in the cities to the northward a wintry blast is blowing and the hardest adventurer wears a heavy coat and fur cap, Dallas business men are dropping their business cares and, in a cooling breeze from the north, are following the enchanting white ball up and down the fairways, up hill and down dale, across flowing streams that know little ice, through bunkers and na-



They Get It Early in Dallas

tural hazards that make hardened professionals open their eyes with surprise.

A sure sign that Dallas recognizes no "golf season" is the fact that the sporting goods houses keep golf supplies in their windows and in their newspaper advertisements every week in the year.

One of the most popular thoughts at Christmas time is a golf item, a box of balls, a new club, a new bag or a complete outfit.

Last Christmas the retailers told of an unusual rush in boy's outfits. Evidently the dubs want to rear their sons to be real golfers that they may not find the handicap of age too great to overcome.

Harry Cooper, one of the most famous of the younger golfers of the world, is a product of the Dallas courses. Much of his success, he says, is due to the fact that he could swing his clubs on a good course every day in the year. For several years he represented Dallas at the big tournaments, but, more important than that, he taught many hundreds of Dallas golfers the technique of the game, turning raw, clumsy, dubs into seasoned golfers that have gone out to bespeak the glory of Dallas, the golf center of the Southwest.

Harry is not in Dallas now. His fame, gained here, took him to Kansas City, where he was appointed

professional at the Lakewood Country Club.

Fred Greenhill, professional at Cedar Crest, is always among the low men at big tournaments. He attributes his consistently good golf to the fact that there are few days in the year when he is kept off the course.

Papa Stays Home

SYD COOPER, professional at Tenison Park, further distinguished as the father and trainer of Harry Cooper, stays in Dallas principally because of the climate. He takes part in few tournaments, being content with past laurels and a steady game of golf on his home course. On even the coldest days he may be seen running about the beautiful Tenison municipal course, taking a practice shot now and then or helping some young hopeful out of a ticklish situation. In the dead of winter he wears a sweater and heavy golf socks. The remainder of his costume is little different from that of the warmer season.

The Mackenzie brothers, professionals at Lakewood and the Dallas Country Club, have been most consistent in announcing to the world that Dallas is the ideal spot for a real golfer, whether it be May, August or December. Dallas is well represented in any tournament when Jim and Bill tee off.

Francis Schneider, professional at Brook Hollow, said recently that the time will soon come when winter golf and Dallas will be almost synonymous. He, too, finds the golf course ideal in the snappy winter mornings. With a light breath of air adding vigor and energy to his muscles he shoots his best game. It would take a pretty big inducement to move this well known professional away from Dallas.

At Stevens Park, one of the prettiest courses in the entire South, W. B. Glass pounds the ball down the fairway lanes, all through the year, for the delight of his own soul and the edification of those who some day hope to shoot as good a game as he does.

All these things are in the present. A few years ago it was vastly different. In 1920 the average Dallasite thought "fore" meant either the front end or the proverbial result of adding two and two.

Now, one-third of a score of years later, even the school children discuss the respective merits of No. 6 at Tenison and No. 12 at Brook Hollow.

The woman who knew so little of golf she pleaded that she hardly "knew which end of the caddy you hit the ball with" has been replaced

by a stalwart young miss that drives straight and true down the fairway.

The Dark Ages

In those dim days of 1920 Dallas, in general, considered golf an old man's pastime, like chorus girls and chewing tobacco. Now half the population is made up of prospects for second-hand golf "found" by caddies off duty.

Which reminds us of one that Bill Mackenzie told the other day. In Scotland at one of the courses there is a big sign that reads "Members will please refrain from picking up lost balls until they have stopped rolling."

Baseball fans, football enthusiasts and other members of the sporting element of Dallas not so long ago immediately classed a golfer among invalids. A golf outfit was a sure insignia of ill health.

During 1925, 125,875 golfers played on three of the municipal golf courses alone. That this number will run fifty per cent higher this year is a conservative prediction. A visit to these courses or to the much-used club and private courses will disillusion any man. Sturdy men who put a wealth of power into their swing may be seen striding down the fairways on a long journey of thirty-six or seventy holes for the day. Some of the sporting fraternity, who considered it good exercise to sit in the grandstand and yell, found it considerably more of a job to follow a golf ball over a rugged course for thirty-six holes.

Something of the origin of golf in Dallas, in 1897, might be interesting to the golfers and the other side of the population which will be playing before long. The story was written

by the late William Greene Sterett and published in the Dallas News May 2, 1909:

"During the fair days of 1897 an Englishman living near Dallas was observed to retire to the northern suburbs of this city with a bag full of smooth and polished clubs with iron or wooden knobs on the ends of them. Now and then he would be accompanied by one or two persons of his own or Scotch nationality, each of whom carried his load of sticks. His name was Potter, Richard E. Potter, and he was known as a most estimable gentleman, inclined to outdoor sports. * * * In two years the number of players increased to perhaps a dozen or fifteen, most of whom were what the people of that locality called 'furriners,' since they were Scotchmen or Englishmen. * * * Up to 1908 the life of the club was one of woe and golf was held up to such ridicule that none of the players would boast of membership."

The First Casualty

ONE of these early golfers was H. L. Edwards, founder of the Dallas Country Club a year or two after the Englishman started things, is still an enthusiastic golfer here. He shoots an excellent game and a short time ago made a fine showing in the annual Cotton Exchange Tournament.

For years the Dallas Country Club grew slowly; other clubs organizing at long intervals. It was not until five years ago that Dallas as a whole began to take interest in the game.

Now no single outdoor activity can be said to have taken hold of the popular fancy in so short a time. It is estimated that there are 2,500,000 golfers in the United States. In 1907

Dallas had but two courses. It now has sixteen.

It is claimed, without contradiction, that no city in America of similar size can claim such facilities. There are five municipal courses and for an annual fee of \$15 you can be a member of them all, playing on whichever one your fancy might dictate. For the casual golfer there is a charge of 50c for eighteen holes.

There are five country club courses—Dallas, Cedar Crest, Brook Hollow, Lakewood and Glen Haven. There are also several semi-public, privately owned courses where a small greens fee is charged.

The municipal courses, in order of their popularity, are: Tenison, Oak Grove, Stevens and Randall Parks for children golfers. These courses are self-sustaining, their entire upkeep expense being paid out of greens fees and concessions. Director of Parks and Playgrounds, Foster Jacoby, is head of the municipal golf system.

These courses, in addition to their contribution to the health and pleasure of the local citizenship, are a most potent factor in bringing visitors to Dallas.

All these things have happened within the last few years. Dallas golf is in its infancy, but it is truly an infant prodigy.

Watch the Cops

EVEN in America golf is a comparatively new game. Writing recently in "The Nation's Business," Raymond C. Willoughby said that about forty years ago it wasn't done in public places by the best people. So found Robert Lockhard when he chose Central Park, New York, to

(Continued on page 16)



Upper row, left to right: Cedar Crest Country Club, Lakewood Country Club, Dallas Country Club. Lower right: A Fairway on the famous Brook Hollow course; a pleasant afternoon on the sporty Glen Haven course; a green on the Tenison Municipal Course.

Would You Like to Go Back Twenty Years for a Day?

If You Would—Follow the Advice of Douglas Hawley and be a Kid Again

NEW YORK and the East provide Broadway with its bright lights; night clubs, surreptitious bottles with questionable contents; high-binder hat-checking girls; gunmen, stick-ups, cover charges and plays which the censor lets get by, for the benefit of the tired business man.

Dallas and the Southwest provide the State Fair of Texas—Oct. 9-24 this year—and always with its attendant balmy October weather, harvest moon, mildly warm sun, tingly air and Texas hospitality, with a theater attraction worthy of Broadway at its best—imported direct from Broadway, in fact.

So New York and the East have nothing on Texas and the Southwest, and the tired business man isn't tired, besides.

Your Southwestern business man goes to the State Fair for two reasons—to see what has come about in the way of the latest development in that particular line in which he is interested—and to thoroughly enjoy himself.

As a hard-headed business man he absorbs every detail of the many and varied exhibits which affects his line of effort. As a grown-up "kid"—which every man is nothing else but—he has the time of his life, elbowing with his neighbors; taking interest in every little thing that he sees; listening to the band play; watching the antics of the barkers and the hot-dog sellers; the vendors

LOTS OF FUN AT THE FAIR— JUST FIND IT!

"A Rippling Rhyme"

He'd seen all the horses, the cows and the goats—he'd sized up the sheep and the mules and the shoats; he'd ridden on "Lightnin'" and tried out the "Razzle;" seemed as if he'd got all the "dazzle;" the State Fair could offer—but soon he perked up and showed as much interest as a police-dog pup.

For he strolled by the place where they made "frozen suckers," and his mouth commenced twitching and folding in puckers. "Gosh," he mumbled, as he took the first "lick," this sure is the stuff—I'll say it's some slick."

His feelings revived, he kept on his route, finding new wonders as he wandered about.

All of which shows, when you visit the Fair, you don't know the half of the fun there is there, unless you keep going—digging it out—look at the folks—hear the kids shout! They've got the answer—and this for you, men! To enjoy the Fair most—he kids once again.

of ice cream and silver finger rings. He drinks soda pop and eats popcorn. He goes the full route, and when it's all over will testify that it was worth it, and then some.

It's usually about 10 a. m. when your Texas Business Man arrives at the State Fair grounds. Maybe he came out in a taxicab—many of them do. But there are many more who still do as they did twenty years ago, and ride the street cars.

Anyway, whichever means of navigation is adopted, the visitor is deposited at the entrance of the grounds, where all is bustle and activity. There are plenty of ways to get in—lots of entrances are provided. Your visitor approaches a turnstile with a half dollar in his fist, having already been politely urged, by a sign outside, to have his coin ready. The silver disc tinkles

(Continued on page 26)



Above: The Coney Island and White City of Texas. Here, no matter what your age, a ride on Lightnin' or a hop in a captive aeroplane will take you back to the days when you were one of the gang. Try your hand at the shooting galleries and eat some peanuts and popcorn—bad for indigestion but fine for that youthful feeling.

Below: A Star S. M. U. full back, is free again. Join the fifteen-odd thousand fans, get your blood moving and yell yourself hoarse. It's all a part of the prescription for "how to stay young." There will be plenty of good football games this year.

Chili Con Carne a la Mode

Another Manufacturer Proves That Dallas is a Logical Point for National Distribution

BA. EVANS happened to drop in the office last Friday and, as I wanted to get some ideas for a manufacturing story, I asked him for some suggestions. He told me to go out and see J. A. Gage. "Mr. Gage is one of the best workers that we have ever had," said Mr. Evans. "He has a story worth telling and he deserves all the recognition the Chamber of Commerce can give him."

I took to his suggestion at once. I live on a budget and, consequently, Friday is a hard day. I thanked him and left, for it was getting near dinner time.

"Mr. Gage, I want to write up your plant."

"I'm very sorry," said Mr. Gage, "but I am opposed to any sort of publicity, and, while I appreciate your thoughtfulness, I must refuse your request."

He was so very definite that all that seemingly remained for me to

do was to say goodbye and leave—which I started to do.

I put my hand on the knob and tried to open the door. It would not budge. Just at this psychological moment Mr. Moore, assistant manager of the Thrift Packing Company, came up and whispered:

"He wouldn't let you out of this plant alive if you didn't get a story. It's just an idiosyncrasy of his."

The last remark plus some vague rumors I had heard made me weak. I sat down. Mr. Gage beamed.

"Young man," he started, "I am going to break my rule." I thought I heard him add, under his breath, "not for the first time, either," but I held my ground and continued to look dumb.

"If you'll wait a minute I'll take you over the plant and show you what I believe to be the largest packing and canning plant in the South."

After clearing up a few details, he got up and led me to another door. He opened it and presto! The Paradise of Good Eats! The Cathedral of

Gout! The air was heavy with an appetizing incense. He led me along passages lined with all those things that make an early breakfast long for lunch.

We soon came to a large room in the center of which was a great iron reservoir filled with a bubbling, bursting mass of boiling lava.

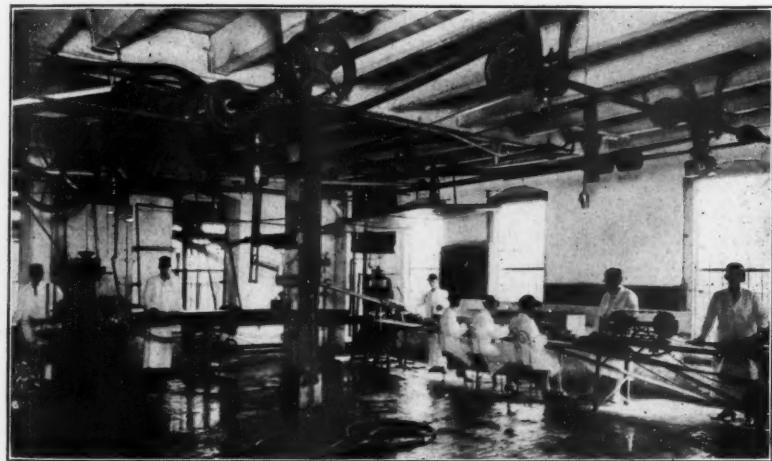
"Before you," dramatically spoke the voice of Mr. Gage, "are sixty-six thousand hot tamales. You may travel this universe over, gain admittance to the leading hot tamale factories of Mexico, Hongkong or the Fiji Islands and nowhere will you find sixty-six thousand hot tamales all congregated in one common cooking vessel. And this is just a starter. Before the workers rush the door at five this afternoon there will be three hundred and sixty thousand luscious, comforting tamales ready to start on their destined journey; ready to repose on the housewives shelves against that day when the Bridge Club's ending and hubby's arrival are fifteen minutes apart."

He took me through another shrine devoted to chili con carne, that dish whose etymology is Castilian but whose birthplace is Anglo-Saxon. He showed me how clean and how efficiently the food was handled. He took me downstairs to a room which extended the full width of the building and directly underneath the mixing rooms upstairs. Through one pipe the lava which he claimed was hot tamales flowed; through another a stream of beans was descending.

Mr. Gage took me over to a large machine that automatically counted and packed these beans.

"This machine is a wonder. It takes just so many beans and no more. See—I move this screw and one bean less falls into every can.

(Continued on page 32)



Above: This is the way the Thrift Packing Company makes hot tamales. The tamales are pre-cooked on the second floor of the plant, come down a pipe and through a paper lined spout where the first operator is standing at the right. A conveyor system carries long strings of tamales which are clipped and packed by the workers seated along the conveyor. The cans go to the capping machine at the right and then to the steam pressure cookers. The tamale is never touched by hand and the machinery was developed and patented by the Thrift Packing Company.

Below: The machine in the center puts just so many beans in each can. It can be adjusted so finely that the exact number of beans in each tin can be determined with precision. Here again the human hand is taboo.

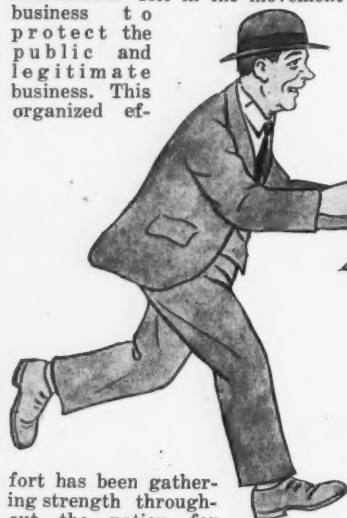


Enforcing the Golden Rule

Grady Gaston, Manager of the Better Business Bureau, Shows How the Bureau Protects Both the Retailer and the Consumer and Why It Is That Only the Honest Merchant Can "Live Happily Ever After."

IN THE short period of five years of operation, the Better Business Bureau of Dallas has made its influence strongly felt in the movement by

business to protect the public and legitimate business. This organized ef-



fort has been gathering strength throughout the nation for more than twelve years and it is one of the most significant business signs of the times.

The Dallas bureau is one of forty-five similar organizations extending from coast to coast.

By its actual performance, the Better Business Bureau is already regarded as an efficient "Public Servant in the House of Business." Approval and endorsement of the Bureau's work comes from many business groups and institutions.

The Better Business Bureau has obtained a large membership, many of whom are among the city's foremost merchants. Members must subscribe to the following principles:

1. The buying public should be protected from unscrupulous business men by business itself.

2. Fair competition should exist between competitors.

3. Advertising should be absolutely truthful and free from any tricks if it is to obtain its maximum efficiency in the marketing of goods.

A Bureau member also promises to do everything possible to live up to these business ideals and to co-operate with the Bureau in its efforts to make these ideals universal in the Dallas business world.

Advertising Standards Observed

RIGID standards for advertising and selling every article sold at retail and other publicity must be observed. Abuses in Advertising and Selling have virtually all fallen under

one or another of these headings:

1—Seconds; 2—Superlative; 3—Materials; 4—Descriptions; 5—Trade Names; 6—Trade-Marks; 7—Not on Sale; 8—Sizes and Colors; 9—Comparative Prices; 10—Peddlers; 11—One-Time Publications; 12—Tickets, Bazaars, Dances, etc.

When Advertising Fails

THE purpose of advertising is to sell goods and to build good will



for the store. Then, what advantage is it for a merchant to spend money for an advertisement if the public does not believe the story the advertising tells?

Therefore superlative claims should never be used, as they make advertising ridiculous. The public is not so easily fooled.

The typical real old-fashioned "Circus" advertising of the vintage of 1890 read:

"The Greatest Show on Earth."

MODERN merchants do not want to make "Circuses" out of their stores, and yet we still find a few who say:

"The Greatest Sale in Dallas."

"Values Unequaled in the United States."

"Unheard-of Bargains."

"Amazing Prices."

"Sensational Bargains."

Can the buying public believe these statements? Such advertising is, as a whole, unbelievable.

It is not enough that advertising should be truthful or accurate. To be effective it must be believed.

This merchant's business did not flourish as it should have with all these seeming advantages. He advertised extensively. He had tried various sure-fire bromides such as "\$50 values, now \$19.75," "Worth

\$5.00, Now \$1.98," "\$4.00 values for \$1.45," "Month-End" sale, "Anniversary" sale, "One-half Off" sale, "January" sale, "February" sale, "Pre-Holiday" sale, "Special Purchase" sale, "Manufacturer's Misfortune" sale, and every kind of sale used—but business did not come as it should have.

Only a few friends knew he had that malady known as "Comparatosis" and they hesitated to tell him. Merchants themselves seldom realize when they have "Comparatosis" (Unbelievable Comparative Prices). That's the insidious thing about it.

Stripped of all its camouflage, the use of comparative prices in ad-

vertising is an attempt to lead the reader into believing he is getting more than he is paying for. Every merchant knows that legitimate business cannot be conducted profitably on a basis which allows the purchaser more than he pays for.

The value of any merchandise is its selling price. Its former price does not indicate its present selling value.

Where there is a great disparity between the former price and the selling price, the buyer is likely to conclude that the merchant made an exorbitant profit at the former price—or if he doubts the truth of the statement this doubt is likely to undermine his confidence in advertising.

The merchant who uses a comparative price lays himself open to the attack of the unscrupulous advertiser who grabs his pencil and goes him one better.

When a merchant advertises that he is selling merchandise really worth \$4.00 at \$1.45, such a statement is simply the opinion of the advertiser. In matters of opinion a



merchant is usually prejudiced and invariably places values at too high a figure.

One of the greatest difficulties in the use of the comparative prices is to keep them truthful. Customers' confidence is often lost when even truthful comparatives are used. The very combining of the former price with the reduced one generally conveys an impression beyond what the facts justify.

Protection for the Trade

STORES that sell piece goods or women's wear afford a big field of advertising and selling, and the Bureau has been responsible for improving advertising in this field in Dallas.

Bulletins on various subjects, for instance, on Wool, Linen, Silk, Hosiery, Gloves, Comparative Prices, and on all statements that tend to cause advertising to be deceptive. These Bulletins all contained a number of recommendations as to the proper use of descriptive terms. These recommendations are sound, as they eliminate unfair competition by adulteration and properly inform the public as to the actual material in fabrics. Merchants in Dallas are required to state the names of materials in fabrics.

Members of the Better Business Bureau describe silk as silk and advertise fiber as fiber. Recently the Federal Trade Commission adopted

rectly. But few people outside of the skilled workmen in high-grade laundries are trained in detecting this difference.

Something About Furs

THERE was a day when favored women wore jackets of genuine seal, and others only dreamed of wearing them.

Then a number of kind-hearted manufacturers discovered that dyed muskrat resembled genuine seal and, later, that they could dye a rabbit skin to look like Hudson seal and, consequently, like real seal.

Did they call this dyed fur rabbit? No! These "furs" have a variety of names—Arctic seal, Bay seal, French seal, Northern seal, near seal and about twenty other seals. Yet all these so-called "seals" are dyed rabbit or dyed coney, which is the French term for rabbit.

Who would suspect that an "Ice-land fox" is just a gentle little lamb from the higher altitudes, generally from Thibet? Would you believe that the high-sounding fur, "Russian wolf," is only the skin of a dog from Siberia, and that "French wolf" and "Manchurian wolf" are just dogs, too? "Siberian bear" happens to be the skin of a Chinese goat; Kolinsky is expensive and greatly desired, so the skin of a Japanese mink was dyed to resemble it and named "Japanese Kolinsky."

Have you ever wondered where a marmink lived? Well, it was never found in the wilds under that name. For those who may not know, the "marmink" is a species of the squir-

rel family and in different localities is known as a ground hog, or woodchuck.

rel family and in different localities is known as a ground hog, or woodchuck.

There are desirable garments made of rabbit skin, properly treated, to be sure, but they are not as high-priced as the rarer pelts.

When you buy from an established dealer he will tell you exactly what

fur you are buying. His advertising carries the true name of the fur as well as the name of the more expensive pelt it imitates.

When you see an advertiser offering furs by their common, but misleading, trade name, and then carefully following this by an explanation in parenthesis in this way—Hudson Bay Seal (Dyed Muskrat)—you will know that this dealer is anxious to tell you the truth.

Gyp Dealers

AN apparently innocent classified advertisement resembling the following will appear in the most reputable newspapers, although the advertisement really masks the operations of a commercial pest termed a "gyp."

"WANTED: A quick buyer for a gorgeous 3 pc. overstuffed living room suite. Cost bereaved family \$450, but widow will sacrifice for \$100 to close estate. Leaving city. Hurry. No. 231, Resplendent Apartments."

The actual selling agents who pose as residents of houses and apartments are frequently women. They have fertile brains and are clever actors. The trusting housewives or married couples, or young persons about to be married, who call to inspect the advertised bargains, are seldom matches for the tricksters that they meet in the guise of distressed widows or wives of men about to remove from the city.

Close inspection will reveal many queer things. There are usually more bridge lamps than any family would ever have use for. If the caller does not like the refrigerator offered for sale, the pretense often made, for example, that the woman's mother also had a refrigerator and has decided to include it in the sale, and it is brought forth. In one house where gyps were detected, thirty-four refrigerators were found stored in the garage.

"Going to Florida" and "Going to California" are two favorite reasons given in the advertisements of these gyps of furniture

(Continued on page 14)



the word "Rayon" as the correct name for artificial silk.

A very good reason why fiber materials should be sold as fiber and not as silk is to consider the results of the following example:

A laundress in washing a lady's dress allowed it to soak in a tub all night, and in the morning there was hardly any dress left. It had melted during the night. The lady was sorry, because it was one of the few silk dresses that she had ever had which washing didn't turn yellow.

The fact was that her dress wasn't silk at all; it was fiber, a cool, non-wrinkling, lustrous and durable material; it is washable if washed cor-



E. N. Young



"Powerhouse of the Famous Dallas Spirit"

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

M. L. BOHAN, EDITOR
EARL Y. BATEMAN, ADV. MGR.

Vol. 5 October, 1926 No. 10

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OFFICE: Chamber of Commerce Building, 1101 Commerce St., corner Martin. Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member Chamber of Commerce of the United States

Why Business Slows Up

By CLYDE WALLIS, Manager, Industrial Department,
Dallas Chamber of Commerce

"Business from the district referred to (the Southwest) has become so small in recent years that we can no longer afford to send a salesman through that territory. Our business is larger than ever, but it is being done nearer home."

The above significant paragraph is from a New England manufacturer who several years ago enjoyed a substantial business in the Southwest. It exemplifies the experience of manufacturers in many lines who have clung to the old policy of trying to serve the entire country from one point of manufacture and distribution.

American business is undergoing an era of decentralization. Manufacturing plants or warehouses are being established at strategically located centers throughout the country to meet the demand for service and quick delivery on shipments. Several compelling factors are making these branches essential to national distribution. One of these factors is the growth of local manufacturing plants in such centers, furnishing competition that can only be met by being on the ground and equipped to give the service and attention to detail the local manufacturer can give.

Another factor is the universal tendency that has developed in recent years to buy frequently and in home markets.

Merchants of the Southwest are no longer going to distant markets and buying in large quantities, waiting weeks for their goods; they are buying in local markets, in smaller quantities, buying frequently, effecting quick turnovers, and always have fresh merchandise on their shelves. The distant manufacturer, without some means of meeting this demand, such as a branch factory or warehouse in the Southwest, naturally is losing the business he formerly had under the old method.

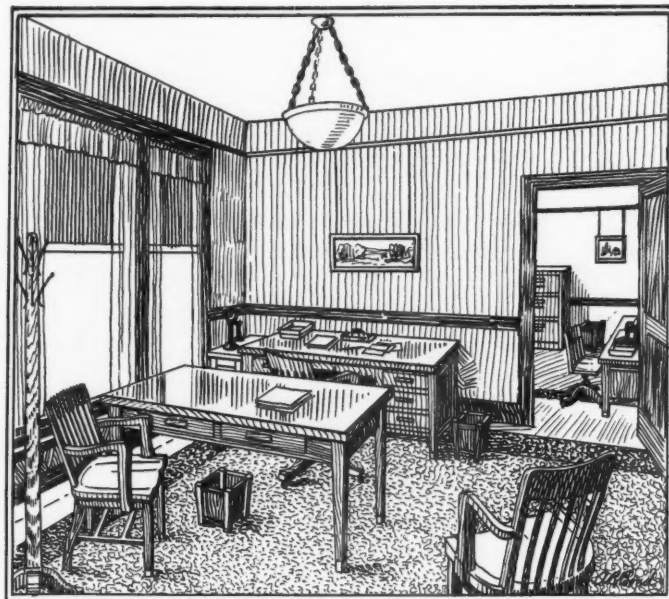
Another important factor is that of avoiding labor troubles. The manufacturer who concentrates his entire production in some Eastern industrial center is constantly menaced by the danger of strikes that will tie up his entire production. With branches scattered throughout the country, each a complete manufacturing unit in itself, he is master of the situation. A strike at one plant will not affect another, and his production goes on uninterrupted. By accelerating production at other points, his orders can be filled on time and he is not at the mercy of labor delegates in affecting a settlement of his labor difficulties.

In his new book, "Today and Tomorrow," Henry Ford makes this significant statement: "There is now no reason at all for building a factory in a large city or near a 'labor market,' and there are many compelling reasons for not doing so." One of the reasons he sets forth is traffic congestion that results from too many industries in one locality. Distribution of industry over the country prevents traffic congestion, diffuses labor, distributes population and brings about a more perfect functioning of the law of supply and demand.

Realizing that these factors are fundamental in modern business, progressive industries throughout the country are rapidly adopting decentralization as a fixed policy. Factories are being placed at strategic points over the country, and where a factory is considered not yet advisable, a warehouse and sales organization are being considered, to grow ultimately into a complete manufacturing and distributing unit as the volume of business grows to the point to justify such a unit.

In this movement towards decentralization, Dallas stands out pre-eminently in the Southwest as the logical point of manufacture and distribution for one of the great natural trade areas into which the United States divides itself geographically, and economically. Dallas is at the center of population of the Southwest, with more than eleven million people within easy access. Dallas is in the center of the production of wealth of the Southwest, with adequate transportation facilities for supplying the demands of the Southwest quicker and at less cost than any other city.

Dallas therefore offers unexcelled facilities for locally owned and operated manufacturing plants and for branch factories or distributing branches with Texas, Oklahoma, Arkansas and Louisiana as their territorial assignment. This is not a theoretical statement; it is supported by a careful analysis of the Southwest from the standpoint of all the fundamental factors governing manufacturing and distribution, amply backed up by the experience of hundreds of concerns of national scope that have established and are now successfully operating manufacturing plants and distributing branches at Dallas, serving in many cases a territory much larger than that claimed above as Dallas' logical trade territory.



WE INVITE YOU TO INSPECT OUR COMPLETE
STOCKS OF OFFICE FURNITURE IN

Oak, Walnut and Mahogany



Clarke & Courts

Complete Office Outfitters

1521-23 Commerce St.

DALLAS

Hollandale Milch Goats Lead the Way

By WELLINGTON BRINK



NE of the pioneer milch goat dairies of America is serving the City of Dallas—rebuilding the strength of the undernourished, starting babies on the road to health and happiness, rapidly educating the public away from its foolish prejudices and toward an appreciation of the special merits of goat milk.

Frank P. Holland, publisher of Farm and Ranch and of Holland's Magazine, has successfully put into practice what he has long preached—the development of the goat milk industry in this country. In hundreds of descriptive articles and editorials he and his staff have assiduously campaigned on behalf of the much-maligned Nanny. And in the meantime on Hollandale Farm, located on the Beckley Highway seven miles from the courthouse, has been built a herd of Nubian goats which is among the finest in the United States.

One hundred of these dairy animals are being milked at this time, and their production ranges from two to six quarts a day each. It is clean milk, rich in vitamins, the output of animals of cleanly habits and finicky appetites. The animals are beautiful in appearance, well groomed, of silky black coats, of affectionate dispositions. The kitten-like kids romp and roll and chase each other o'er the greensward; their mothers look on complacently, or trot after their keeper nuzzling his hand for the dainty morsel sometimes bestowed as a mark of special favor.

Hollandale Farm supplies the herd with extraordinarily good range, knowing that milch goats are even more particular about their eating

dividual milking platforms, and await their turns to be milked. These platforms are of a height convenient for milking, and have the added advantage of being even more sanitary than the average barn of other up-to-date dairies.

The milk finds a ready market, at premium, but not exorbitant, prices. Hollandale Farm delivers daily in Dallas over a regular route. The milk has saved many lives. Babies who have exhausted every other recourse of medical science are often put on a diet of Hollandale goat milk and given a new lease on their precious lives. Elderly persons experiencing difficulty in digesting cow's milk frequently find the solution of their problem in goat milk. Many of



A snapshot of Her Royal Highness, Queen of the Nubians, and the Crown Prince.

the drug stores of Dallas have become customers of this farm, and it is a common practice of office workers to visit such stores two or three times a day for a drink of this milk. Many young men and women confined to desks during the day are taking pride in the pounds they are gaining on this wonder-working drink.

Goat milk is difficult, well-nigh impossible, to distinguish by taste from cow's milk. It is whiter, more appetizing, in appearance. Its fat globules are much smaller than those of cow's milk, being much more easily digested and assimilated. Furthermore, goat milk is comparatively guiltless as a transmitter of disease—its record in this respect is unchallengeable.

Headed by the great Gray Bubbles, the Hollandale herd of twenty purebred Nubians and nearly 200 grades of seven-eighths or better constitute what is believed to be the beginning of a great milch goat industry in the Southwest, which shall be supplemental and co-operative with the already great dairy cattle industry.

The Golden Rule

(Continued from page 11)

for sale in their "homes." However, the "widow" or "executor of an estate" ruses are the standbys of the

gyps that employ classified newspaper advertisements.

House-to-House Selling

THE Better Business Bureau is interested in fighting business frauds wherever they are found. There are hundreds of reputable firms engaged in house-to-house selling who are just as anxious that misrepresentation and fraud be eliminated from their field as in any other method of distribution.

Yet in this field occur many abuses, as it affords the unscrupulous salesman every opportunity to misrepresent the article he is selling without any recourse.

The following is typical of hundreds of complaints made to the Bureau:

Mrs. O. liked the dainty lingerie the house-to-house salesman was showing her. He said he represented a mill which was selling direct to the purchaser.

The merchandise he showed her was all silk, every thread of it, and of the finest quality. Mrs. O. made some selections from the sample kit. When the postman brought the package, she paid the balance.

Her indignation was unbounded when she examined the merchandise, and found it to be artificial silk and not of the grade she ordered from the sample kit.

Mrs. O. paid for silk and received artificial silk instead. The merchandise was serviceable, but Mrs. O. paid double the price she should have. No recourse was available for Mrs. O. The salesman imposed on her faith in his honesty. Find out



Two kids—both healthy; both raised on the same milk.

whether the salesman is honest, and if he represents a reputable concern.

Read Before You Sign

PEOPLE often carelessly sign contracts and papers without reading them, only to learn later that they have obligated themselves for something they had no intention of buying.

They should read carefully anything they are asked to sign. Then if they are in doubt, call the Better Business Bureau. Signatures carelessly placed on a salesman's papers



The Hollandale Herd comes home for milking time is near.

than fine dairy cows. No tin cans, no abandoned golf trousers, no discarded automobile tires for a Hollandale Nanny! Popular tradition is all wrong on this point. Nanny would turn up her aristocratic nose at the suggestion of such a diet. Moreover, if a very little bit of such a meal were to be forced down her throat, she'd do more than turn up her nose—she'd turn up her toes, for all time!

At milking time, these intelligent little producers enter the modern sanitary barn which is their home, of their own accord hop upon their in-

may make them a victim of a fraudulent scheme.

When salesmen selling the following things call at your door—be careful:

Encyclopedias: Promising a set of books free if you will sign up for a loose-leaf service.

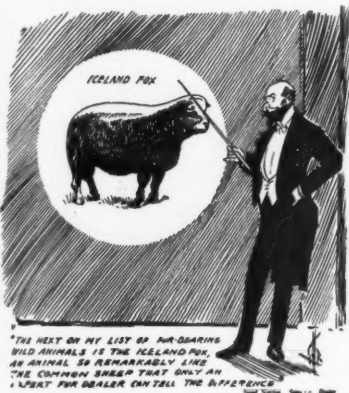
Picture Enlargements: You may have to pay \$20.00 for a frame in order to get the original picture back.

Sewing Machines: Make sure the allowance on your old machine is not added to the regular selling price.

Magazines: The salesman who sells you a year's subscription to a \$3.00 magazine for 80c "as an introductory offer" is not telling the truth.

Shoes and Hosiery: Make sure the company is reliable before paying a deposit.

Free Lots: There is a string to the "free lot." Don't sign until you investigate.



Something for Nothing: Nothing is free—there is a string tied to it somewhere. \$20.00 worth of merchandise for \$1.50 is not possible. Get the facts.

For Sweet Charity's Sake

EVERY day the Bureau's investigation discloses business men who say "no" to worthy organizations that are building for a greater and better Dallas—but who help to support the one-time high-pressured promotions of worthless propositions.

There are many worthy organizations in Dallas that need the whole-hearted support of every Dallas business man. The businesslike thing to do is to give to these worthwhile organizations.

In the Bureau's files are hundreds of reports dealing with the professional solicitor. Before you let your desire to be a "good fellow" make you an easy mark, read the following and be convinced of the results:

"Not long ago in one of our nearby cities a 'dinner dance' was given, the proceeds of which were to perpetuate the work of the Overseas League. Three hundred sixty-five plates were laid, thirty-one of which were complimentary. The remaining three hundred thirty-four at \$10.00 each

brought a gross revenue of \$3,340.00—a very tidy sum, yes? But expenses of this dinner amounted to \$3,303.49—leaving a profit of \$36.51—scarcely more than one per cent. In other words—this affair was more than 98% promotion. Whose party was it? Certainly not the Overseas League."

The Bureau investigates such as this every day. The public should know who profits when they contribute to charities, dance and entertainment tickets through altruistic purposes. They should know who really gets the money, and what percentage of it.

One-Time Publications

MONEY poorly spent is money wasted." This is just as true today as it was in Benjamin Frank-

lin's day. One-time publications, such as church directories, cook books and souvenir programs, are strictly promotional and is "money poorly spent."

The business man who buys space in one-time publications of this character adds his support and dignity to it. His firm's good name is generally used by the solicitor in influencing other people to take space.

The Better Business Bureau advises its members to say "No" to solicitors of so-called advertising for this class of media, whether it be a church, charitable organization, labor body, semi-public club, or what not. Many times such solicitation is pure graft. If it is desired to help such an organization, do so through

(Continued on page 31)

House-Warming Week

October 10th to 16th

*Commemorating the
completion of our new
Enlarged Store and our
Fifty-Third Anniversary.*

COME AND SEE US

E·M·KAHN & CO

Main and Elm at Lamar

Morelle K. Ratcliffe

Advertising

Everybody knows "Doc" Jackson, the affable personage who has won so many friends and customers for the Jackson Street Garage.



Originating ideas that give to your advertising that winning element of individual character is one of the highlights of my complete advertising service.

206 Mercantile Bank Bldg.
Telephone 2-8276

Lone Star[★] Gas Co.



The Lone Star Gas Company is a producer, purchaser, pipe line transporter and wholesaler of natural gas. It serves you by backing up the service of your local company.

Colonel Bogey

(Continued from page 7)

practice the game learned in his native town of Dunfermline, Scotland. He was arrested.

Four centuries ago the English Government was trying to legislate golf out of existence as ridiculous and without purpose.

In Dallas there are a few who still feel that way about it, but they are as backward about expressing their opinions as the golfer of twenty years or even ten years ago was in boasting of his game.

But, getting back to Dallas, winter golf and professionals: It is the professionals that reflect most effectively the glory of golf-throughout-the-year here. Being enthusiastic golfers they want to play the whole year round to keep in trim. Being in the game for something more than their health, they stay here because they can find pupils at so much per hour every day, regardless of what the calendar and the weatherman say. With such inducements it is not sur-

prising that Dallas has the most impressive list of professional golfers in the South. With such professionals to lead the game, is it surprising that Dallas has literally gone "golf-mad?"

More Courses Needed

WITH this ever increasing number of golfers there is a steady demand for new courses. The city is now planning a new course at White Rock. Park Director Jacoby is ever on the lookout for new locations for courses and a plan is under way to increase the nine-hole Stevens course to eighteen holes.

Ten years from now Dallas will, in all probability, be a city entirely surrounded by golf courses.

With the improvement in the game of the local golfers there comes, too, a demand for more sporting courses. As a result, new natural hazards are being taken advantage of, and bunkers and sand traps are being added to the courses and every effort

(Continued on page 25)



Overlooking the sixteenth, a hazardous hole on the sporty Dallas Country Club golf course. Surrounded on all sides by Highland Park, the villager is convenient for a morning's game and back home in short time.

DALLAS challenges any city of its size to show a like number of golf courses. Five years ago, Dallas had only three courses. It now boasts sixteen, with a total of 216 holes to challenge your skill.

Nearly twice as many people are playing golf in Dallas now as there were a year ago, if the figures of three of the municipal courses may be taken as a basis.

The fame of Dallas' golf courses is spreading far, and many people from other towns spend week-ends here to take advantage of the local links.

Following is a list of the Dallas courses:

Dallas Golf Courses			
Name	No. of holes	Name	No. of holes
Country Clubs—			
Dallas	18	Stevens	9
Lakewood	18	Randall (for boys)	9
Cedar Crest	18	Privately Owned Public Courses—	
Brook Hollow	18	Bob-o'-Links	9
Glen Haven	18	Dal-Oak	18
Municipal—		Cedar Lake	9
Tenison Park	18	Crescent Golf Course	9
Tenison Woman's Course	9	Hill Crest	9
Oak Grove	18	School—	
		S. M. U.	9

Golf is playable in Dallas the year around. With the building of so many excellent courses here it is safe to say that the number of Northern people who will spend their winters in Dallas will be greatly augmented, for golf is sweeping the Nation.

KESLER PLAN

SALESMAN



Mr. and Mrs. Dallas Take Hold

Volume I.

Autumn, 1926

Number 1.

Pouring Dollars Into Dallas Pockets

Major E. A. Wood, City Plan Engineer, tells in this issue how the Kessler Plan brings money to many citizens.

Bringing Conventions to Dallas

Our City's Appeal to Investors and Tourists Can Be Increased

By C. A. MANGOLD

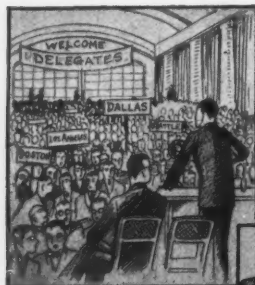
President, Dallas Hotel Men's Association



WHY should Dallas get conventions?

Besides the simple matter of providing places to meet and hotels in which to stay, what can our city offer for visiting delegates?

They all want to go somewhere, to see something.



Dallas Puts in a Bid for a Big Convention.

its Alamo and historic missions.

To what can we in Dallas lay claim?

The skyline is impressive, but excelled by several Eastern cities. Our golf courses, theaters and private amusement parks offer little that cannot be equalled, even outdone, elsewhere.

But in the development of our parks, parkways and boulevards, Dallas citizens are capable of putting several aces in the deck. For one fact of civic improvement which will draw convention delegates from any and all parts of the Nation is a great boulevard and park system.

The feasible, economical way for us to develop this system is the Kessler Plan. It was devised for us several years ago by the late George E. Kessler and looks ahead for decades of Dallas growth. When we carry out



Blessings From Nature Abound—Let's Use Them in Dallas Development.

Galveston has a beach and bathing.

Houston offers a gulf port with an array of ships.

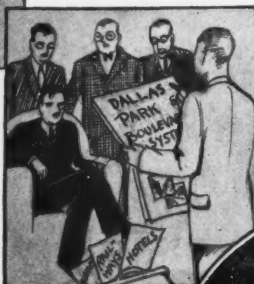
San Antonio boasts

its provisions, Dallas will have a clinching argument for convention delegates, unparalleled by any other Texas city and unrivaled by many in the Nation.

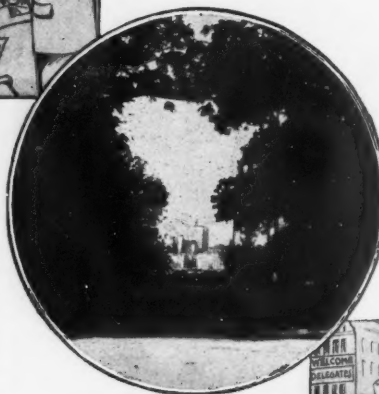
Already the Kessler Plan Association, in helping public spirited men and women of our city carry out the Kessler program, has fostered the creation of the Outer Circle Boulevard and the Inner Circle Boulevard. Work has been under way for many weeks on each of these projects. You can see them accomplished, by putting a shoulder to the wheel. They are everybody's job, yours and mine alike, for Dallas people achieve what they do through co-operation.

The completion of these two boulevards west of the Trinity River will give two great attractions for convention delegates—things to see which other cities lack.

Beautiful winding drive-ways in all parts of the city and crosstown thoroughfares to carry the increasing burden of traffic



Delegates Interested in what we'll show!



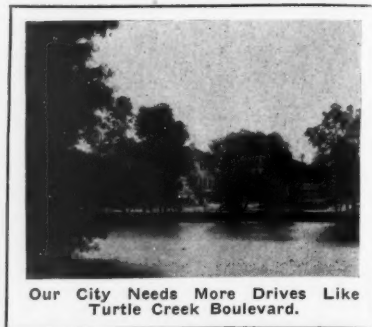
One Dallas Showplace on Kessler Boulevard

also are included in the Kessler Plan for greater Dallas. The better city we can show, the more opportunities we'll have for showing it!

And if the convention delegates will come to see the city's enterprise with parks and boulevards, what of the tourists, who are here daily in considerable numbers already?

The Nation lives in its automobiles. Even the wealthiest of its citizens seek the open road at all seasons of the year. When the call comes to go motoring, where? To and through the city that has something for them to see.

Why do autoists by the thousands go to California or Colorado? Be-



Our City Needs More Drives Like Turtle Creek Boulevard.

cause they advertise, you say; and, too, because they have something that is worth advertising!

The drives and natural scenic attractions of those two States are the talk of tourists everywhere. Dallas hasn't high mountains or a rolling seashore. But of that which Nature abundantly bestows upon our city, surely we cannot be wasteful or negligent.

More than \$30,000,000 invested in hotels has given us plenty of rooms for more visitors than Dallas has. Convention halls, from the Fair Park Auditorium down to a score of smaller meeting places, make it easy to care for a convention of 10,000 or more.

Where are the conventions? Working diligently and efficiently, the Dallas Chamber of Commerce is getting its share, with our city having no more attraction than we have provided. To get more conventions, we can pull together for the completion of the Kessler Plan, especially for a greater park and boulevard system.

About \$500,000 will be spent in advertising Texas, under a giant adventure now being backed by leading citizens. When that advertising brings investors and travelers, what will they see in Dallas? Many of our most influential citizens were first attracted to Dallas just by some of its phases of civic beauty; when we beautify more, we



The Convention Clinched its delegates see Dallas

will get more of the better type of folks here.

Already a thousand persons a month come into Dallas on their



Civic Beauty Impresses and we get the returns.

How We Can Get More Factories For Dallas

Leveeing Trinity River Will Provide Sites

City Planning Enhances Attractiveness of Homes for Workers

By W. S. MOSHER

President, Mosher Steel and Machinery Company of Dallas and Houston.



INCE every city aspires to grow, cities have a way of reckoning growth by population.

But what attracts population? How are men and women held in one city, after being attracted there?

In the everlasting rivalry for more home-owners, Dallas is faced with this question:

"What will I do when I get there?"

Only the transient, usually the most undesirable, of citizens move to a city without some prospect or hope of getting employment.

The full dinner pail is an irresistible lure.

HOW DALLAS CAN GROW

If Dallas is to grow, it must increase the count of its citizens. We can do that when we provide something for the newcomers to do!

Our city needs a wider trail of smoke skyward to advertise itself to the rest of the world. Its wholesale market is splendidly supreme. Its retail trade reaches far into the competitive sections of the State. To get more home-owners, let's build more factories.

Our Dallas skyline is known through the Nation. The Dallas buy-line for wholesale goods is accepted by the Southwest. But our factory-line, a first defense against competition, needs strengthening.

WHAT BRINGS FACTORIES

If factories will bring us home-owners, what will bring factories?

Can it be transportation facilities? Accessibility to markets? Nearness

to sources of production? Available power? Yes, these and more.

"What kind of home city can you give the factory workmen?"

That is the deciding factor. That is the modern plant owner's inevitable

A Texas City Loses \$10,000,000 Plant

Removal of a \$10,000,000 steel plant from one Texas city to another was due to the superior city planning of the successful town. Our Dallas citizens through the Kessler Plan Association are working for the sort of helpful, profitable city planning which will bring factories here and hold those we have.

question and it is a legitimate issue to raise. For without happy homes, there are no happy working men and women. If the working folks are unhappy, the work is slipshod and the factory unprofitable. How necessary, then, is an ideal home city for the factory.

A big steel plant, representing an investment of \$10,000,000, was moved from one Texas city, where it had been located for several years, to another where the city plan was more suitable.

If proper planning of a city can make a \$10,000,000 factory move many miles to be there, how many more factories will it attract which have not yet definitely located?

WORKING FOR GREATER CITY

What are we doing in Dallas toward city planning? What provision are we making for factories? What allurements are we offering to prospective home owners?

The answer to all of these questions is in the Kessler Plan for greater Dallas. It provides for city zoning, so that factories will be accessible to homes, but not crowded against them. It directs that the Trinity River should be straightened and leveed, to give the city hundreds of acres of factory sites, close to railroads and almost in the geographical center of all Dallas, so conveniently are the present waste lands in the Trinity bottoms located.

The Kessler Plan does more. It makes for a city of beautiful boulevards, abundant parks, clean-cut traffic routes, beautified homes—arent those the very things to fill the bill for any prospective home-owner? They are indeed, and when the Kessler Plan for Dallas is carried through, no city in the Southwest will be so attractive as ours.

In the Kessler Plan Association, we are having a part in consummating the very program Dallas needs. We must hear the cry of the vacant houses, the unemployed workmen—let's bring factories to Dallas. We can do it through the Kessler Plan—making Dallas the ideal home city for everyone.

way to the lower Rio Grande valley. Soon it will attract even larger numbers. When they pass through Houston or San Antonio, they stop off. When they go through Dallas, they don't. Give us a beautification program that's the talk of our neighboring cities and the homeseekers will flock

here, even as now those who do not prefer the lower Rio Grande sites will naturally migrate to Houston and San Antonio, cities which have shown them something!

Conventions and tourists are worth more than their spending money to any city. For while a score of them

are buying only gasoline or food or amusement someone among them is considering the prospective site of a factory, the home of a great industry or the headquarters for a vast commercial organization. Few invest in Dallas until they see Dallas. Let's make more of them want to see Dallas, the city beautiful of tomorrow.

PLANS FOR DALLAS WEST



YOUR Kessler Plan Association is publishing a series of maps giving plans for Dallas and nearby undeveloped territory. Other maps to be published will give plans for South

Dallas, East Dallas and North Dallas and in each case all nearby undeveloped territory. Your co-operative suggestions and criticism will aid in the preparation of these maps.

This map was drawn by M. A. Rose, Engineer of the firm of Myers & Noyes, engineers, working under the supervision of our city plan engineer, Major E. Wood. Co-operating were County Architect;

ES OF THE TRINITY RIVER



A. R. ... Engineer R. H. Clinger; City Engineer Major E. A. Kingsley; O. H. ... of the firm of Koch & Fowler, ... Engineers; Homer Fry, landscape ... Architect; County Commissioners J.

W. Slaughter, George W. Ledbetter, J. W. Gill and Jim Miller; City Park Director W. F. Jacoby; M. J. Norrell, general manager of the Dallas Chamber of Commerce; Martin Weiss,

president of the Oak Cliff-Dallas Commercial Association; H. H. Hodge, president of the Association of Improvement Leagues; and seventy-five individual property owners.

Civic Leagues Working for Happy Homes West of Trinity River

By MARTIN WEISS

President of the Oak Cliff-Dallas Commercial Association



HERE are fifteen improvement leagues actively at work in the territory west of the Trinity river. With each of these leagues the Oak Cliff-

Dallas Commercial Association is constantly in touch and anxious to help.

The important thing about these leagues is that they are getting big results. There is a spirit of co-operation which ties their efforts together to produce continuous streets and inter-linking thoroughfares.

Within the last two months there have been organized in West Dallas five new leagues. These people are taking it for granted that the Trinity river will be straightened and leveed. They realize that this will bring tremendous development faster than they can take care of it. Therefore they are planning in advance for the main streets, and anticipating other needs of their territory. In no part of Dallas is so much effort and thought being given to the future.

The improvement leagues of Oak Cliff have a record which will speak for itself.

Roger Q. Mills Improvement League. J. M. Caywood, president; C. M. Van Meter, first vice-president; F. K. Spann, second vice-president; Mrs. Fred Youngblood, secretary. Promise of new school building; street lights at twenty-five intersections; opened Edgemont Street with a bridge over King's Branch; paving of the old road into Forest avenue; seventy per cent of property owners signed for paving on Morrell street between King's Branch and Ewing; special committees at work on mail service; boulevard along King's Branch from its source to the main branch of Cedar Creek; a forty-five acre golf course on the other side of the creek and fire plugs in Edgemont.

Marsalis-Cedar Creek Improvement League. S. M. Shaver, president; J. A. Bethencourt, vice-president; H. C. Foster, secretary. Old incinerator moved; widening of Rockwood; extension of Yarmouth and Suffolk; installation of street lights; rebuilding of Storey; proposed continuation of Jordan from Cumberland to Beckley; paving and widening of Pembroke from Beckley across concrete bridge to connect with Kessler Boulevard; extension of South Shore Drive east along Cedar Branch to Ewing; paving of Cumberland.

Broadmoor Improvement League. Charles Douglas, president; N. W. Anderson, secretary. Street development with through connections to

Trinity Heights and other neighboring territory.

Chester Street Improvement League. L. L. Firestone, president; Mrs. W. J. Tatum, secretary. Working for extension of Chester street, west to Jimtown road and east to Marsalis Park; paving of Chester, south Polk and south Tyler; has secured gas.

Stevens Park Improvement League. Hugh January, president and Kennedy England, secretary. Co-operating with the Oak Cliff-Dallas Commercial Association, secured fifty-six acre addition to the Stevens Park golf course; Colorado boulevard graded to level; Hampton road made into a one hundred-foot boulevard; petitioned sewerage for section north of Rosemont school.

Western Heights Improvement League. S. J. Chenoweth, president; Mrs. Neal Crozier, secretary. Several streets renamed; street signs erected; houses numbered; grading and graveling of streets in West Dallas; working for boulevard along north side Coombs creek; widening Fort Worth avenue, establishment of 100-foot building line and paving this street; working for establishment of cross streets and for gas.

Cedar Glade Improvement League. R. C. Youngblood, president; George Bickford, vice-president; S. N. Ragland, secretary. Working for widening Eagle Ford road and underpass under the T. & P.; for the extension of Cedar Hill street across the Trinity to make connection with Oak Lawn; cleaned up east end of Eagle Ford road and working for gas.

Eagle Ford Road Improvement League. Frank Horton, president; B. E. McGuiness, vice-president; D. S. Hood, secretary. Proposes to widen Eagle Ford road and establish 100-foot building line; petitions being signed for 60-foot street across the river from Eagle Ford road to Record Crossing road and south to Davis street; working for gas.

Dall-Cliff Improvement League. Henry Senftenberg, president; R. E. Medford, secretary. Petition signed for 100-foot building line along North Beckley from Tilden street to West Commerce pike; larger water mains and fire plugs promised.

West Commerce Street Improvement League. R. G. Brau, president; W. T. Carpenter, secretary. Signing petitions for extension of West Commerce pike as Commerce street to cement plant; establishment of 100-foot building line and paving of West



MARTIN WEISS
President of the
Oak Cliff-Dallas
Commercial Association and one of
the most enthusiastic
boosters for
that whole region
of greater Dallas
which is west of
the Trinity River.

"The Traveling Man for the Kessler Plan"

KESSLER PLAN SALESMAN

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Commerce street to a width of fifty-six feet.

Bonnie View Improvement League. D. L. Irwin, president; W. W. Hulse, secretary. Working for water, gas and sewerage; construction under way on paving Bedford and Berwick avenues into Forest Avenue road; paving Forest avenue from the river to Wall street promised; \$20,000 bond issue passed for improvement of school building and purchase of additional grounds for park.

Trinity Heights Improvement League. S. M. Dooley, president; R. D. Smyers, secretary. Rebuilding Trinity Heights with high class homes; secured fire plugs, street lights and side walks; street extension; paving of South Ewing, Thomas Hill, Woodwing boulevard; working for two park sites.

There are two negro leagues in Oak Cliff:

Browder Improvement League. G. W. Ross, president; J. W. McCrimmon, vice-president; Ira Davis, secretary. Street improvement promised; working on cross streets and connections with other streets of West Dallas; putting on clean-up campaign along T. & P. right of way in West Dallas.

Cedar Creek Improvement League. Mrs. A. W. Cooper, president; Mrs. Lillie Briggs, secretary. Working for electric lights on the Hutchins road.

THE KESSLER \$ PLAN PAYS

BEFORE



Hard to Sell

This property on Orange street was a drug on the market before the Kessler Plan was put into action there. A desirable lot with eighty-three feet frontage only brought \$147 a front foot, in the very shadow of the downtown skyscrapers.

AFTER



Easy to Sell

Even a thirty-foot frontage was in demand here, after Orange street was widened and extended through co-operative efforts of city officials and association members. The picture shows some land that sold for \$300 a front foot, while present quotations range from \$400 to \$500 since the Kessler Plan transformed this area.

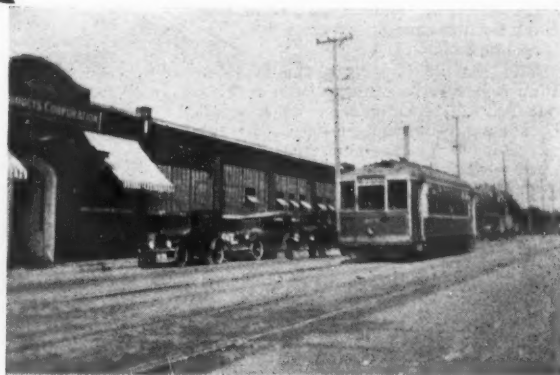
BEFORE



Almost Hopeless

Before the Kessler Plan was applied to South Lamar street, it was an alley cluttered up with tracks, telephone poles and mud. A lot with fifty-foot frontage there sold for \$600. Crosstown traffic could not penetrate its mazes.

AFTER



Highly Desirable

The same lot on South Lamar street which brought \$600, before it was opened and widened, sold for \$6,000 after the Kessler Plan was achieved there. A widow who profited by this increase in value sold her humble home as an industrial site and moved to a more attractive residence.

"Wherever the Kessler Plan Is Carried Out, Property Values Increase,"

says Major E. A. Wood, city plan engineer of Dallas.

More than perhaps any other person in Dallas, Major Wood knows about city planning, traffic distribution and civic development. These problems he has studied for years, with such distinctly outstanding results that he was honored with the position he now holds, created for him by the city government.

Major Wood indorses heartily the Kessler Plan for Greater Dallas. He actively co-operates with the Kessler Plan Association in all our work for the improvement of Dallas.

"A better home city will mean more home folks here," Major Wood says. "The Kessler Plan would make Dallas an ideal city in which to live."

What Dallas Folks Are Doing to Carry Out the Kessler Plan



GREAT civic movements come about only through the co-operation of many people. The citizens and governmental leaders of Dallas and Dallas County have been working together, with a splendid spirit of co-operation, for several years in carrying forward many vital parts of the Kessler program.

A couple of years ago, upon the voluntary suggestion of some of the most interested citizens themselves, the Kessler Plan Association was formed to help in the successful consummation of the great civic plan. Again there was evidenced the vital concern of hundreds of our Dallas people for the betterment of their city and its environs, for they became enthusiastic workers in the association.

Through the cheerful giving of time and money into their association, these citizens of ours have seen some of the most important links in the great city plan welded. But as our association looks back upon many fine achievements, it also looks ahead to greater undertakings, in each of which it is undergirded by the willingness of all concerned—our men and women, our city and county commissioners and our civic leaders—to assure a finer future for Dallas than ever before imagined.

The list of items on the Kessler Plan which have already been carried out or whose completion is assured becomes an imposing array. To the officials of government and to our good men and public-spirited women, credit is given for:

Harwood Street widening
Live Oak Street widening

Akard Street widening
Pacific Avenue opening
Turtle Creek boulevarding
Good Street opening
Removal of unsightly poles
Grand Avenue extension
St. Paul Street opening
Elm Street widening
Second Avenue widening
Union Station building
Knox Street extension
North Lamar widening
Exall Park development
South Lamar extension
North Haskell Avenue widening
Young Street opening
Forest Avenue widening
Tenison Park development
Lindsley Avenue extension
Kessler Boulevard opening
Northwest Highway building
Pearl Street widening
Reverschon Park development
Orange Street opening
Stevens Park improvement's
Railway belt line
Fitzhugh Avenue overpass
Spring Street underpass
McKenzie Street underpass
Lancaster Road underpass
Blackburn Street underpass
Richardson Road underpass
East Pike underpass
Forney Avenue underpass
Second Avenue underpass
Old Garland Road underpass
Mockingbird Lane overpass
Old Greenville Road underpass
Spillman underpass
Vickery Road underpass
Hampton Road underpass
Maple Avenue underpass
Cedar Springs Road underpass
Hall Street underpass
Fairmount Street underpass
Lemmon Avenue underpass
Garland Road underpass
Westmoreland underpass
Other civic developments

There are many projects ahead, none so great as to deserve delay or so small as to deserve neglect. Our Dallas spirit, turned into terms of co-

operative endeavor, will succeed in carrying out right speedily each of the following:

Trinity leveeling and reclaiming
City zoning
West Commerce Street widening
Mill Creek parking
Central Avenue boulevarding
Cadiz-Marion-Canton-Williams trafficway
New Fort Worth Highway opening
Liberty-Merlin-Oakland trafficway
Cedar Springs development
Gaston Avenue extension
Northwest Highway completion
Ross Avenue boulevarding
Field Street extension
Olive Street improvement
McKinney Avenue widening
Bryan Street improvement
New Highway to Palestine
San Jacinto Street widening
North Beckley widening
Warren Avenue development
North Pearl Street widening
South Pearl Street development
Kessler Boulevard completion
Good-Bourbon-Atlanta project
St. Paul boulevarding
Outer boulevard west of River
Eagle Ford Road widening
Hampton Road widening
Jintown Road extension
Jefferson Avenue extension to Viaduct
Jefferson Avenue extension west
Oak Cliff Boulevard extension north
Patterson Avenue widening

Men and women already are pushing these needed projects to completion, many of them being far toward their goals. There are other parts of the Kessler plan for greater Dallas which the citizens themselves have not yet demanded. When you want help in carrying out the improvements suggested by the late Mr. Kessler for your part of Dallas or Dallas County, the Kessler Plan Association, an organization of, by and for the public-spirited folks of this growing community, stands ready to serve you.

WORKING FOR DALLAS

THAT same spirit of splendid co-operation which is building Dallas and will see the Kessler Plan carried to consummation, is supporting the Kessler Plan Association in its every move. For instance, Myers & Noyes, engineers for the association, gave their services in preparing the two-page map which is a part of this issue of the Kessler Plan Salesman.

The following folks also contributed to the cost of publishing this paper, in order that all of our Dallas citizens could know of the progress of the city we love:

J. W. Alexander
R. O. Barnes
W. C. Barnes
E. M. Bell
W. S. Bellamy
E. P. Bennett
B. C. Bilbo
Bishop Pharmacy
D. B. Blaine
R. G. Brau
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R. M. Wilson
W. J. Wyatt

Colonel Bogey

(Continued from page 16)

is being made to add to the tribulations of the golf enthusiast.

It will not be long before the world-famous golfers will know their Dallas as well as they know their St. Andrews!

Winter is coming—only a short time away. But there will be no groaning among Dallas golfers. The only indication will be an impetus to the sale of heavier golf clothing in the Dallas stores.

Again, for emphasis, let the traveler be reminded that, when Dallas is on his itinerary, he should include among his bags of merchandise samples and personal effects his golf clubs and knickers.

Convention visitors, whatever time you may be convening here, do likewise! The local arrangements committee has made arrangements for your entertainment on the golf courses as well as in the convention hall, at the banquet table and the theater.

"Tis a bonny game th' noo."—Bill Mackenzie.

BUILDING COSTS

The American Appraisal Company recently computed figures showing costs of building construction based on 100 for 1913. The figures for Texas and the United States for August, 1926, follow:

	All Other States	Texas
Frame	203.0	201.0
Brick—Wood Frame	214.6	201.0
Brick—Steel Frame	198.9	187.0
Reinforced Concrete	201.8	187.0
All Construction	204.6	194.0

A customer went into a store, and after purchasing an article, told the clerk to charge it.

"On what account?" asked the clerk.

"On account of not having any money with me, of course."

C'M ON BIG BOY

Two colored gentlemen, who had just reduced the population of a farmer's henroost, were making a getaway. "Laws, Mose," gasped Sam, "why you s'pose them flies follows us so close?"

"Keep gallopin', nigger," said Mose, "them ain't flies. Them's buckshot!"

—Mei Foo Shield.

WELL, RATHER!

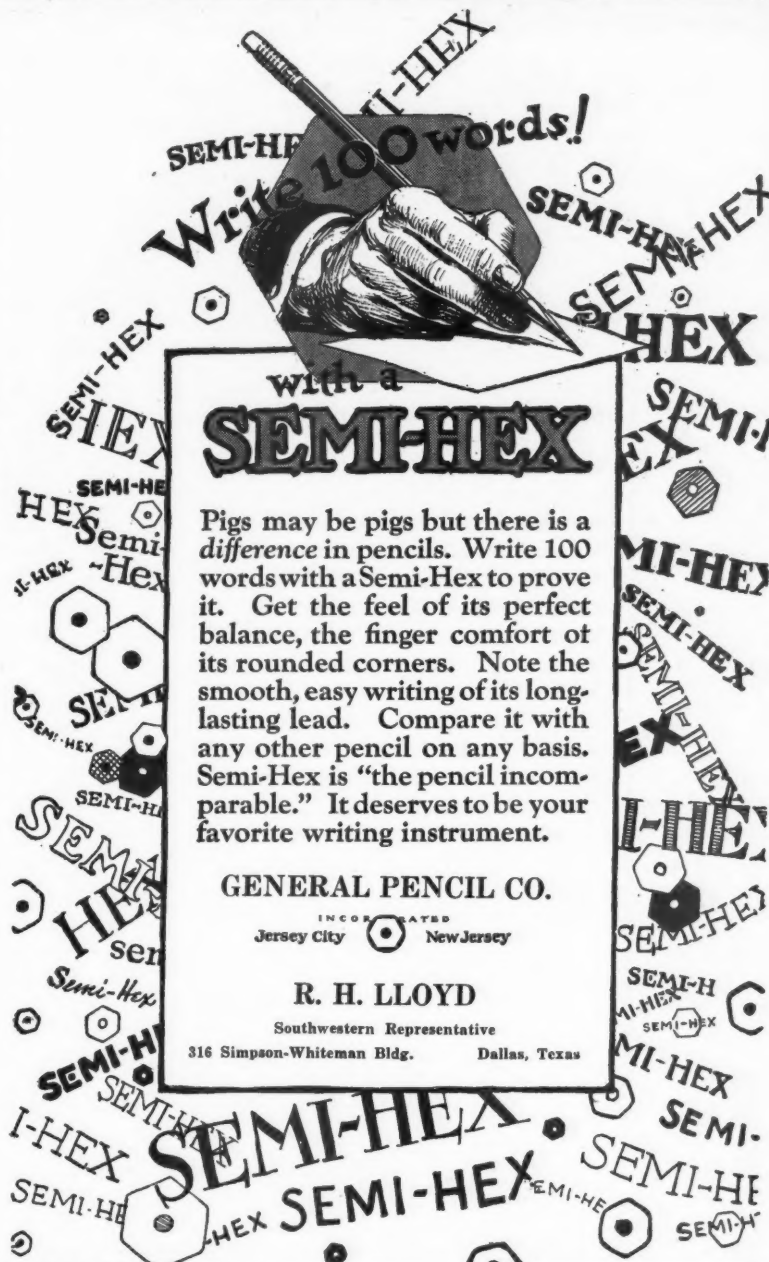
Mrs. Frazier—"So your sweetheart left yesterday. Parting is very painful, isn't it?"

Miss Cannon—"Well, I'll say it is. Every bone in my body aches."

ALREADY GONE

Mate—"Don't lean over so far. You might lose your balance."

Seasick Bank Clerk—"Too late, sir, it's all checked out."



Write 100 words!

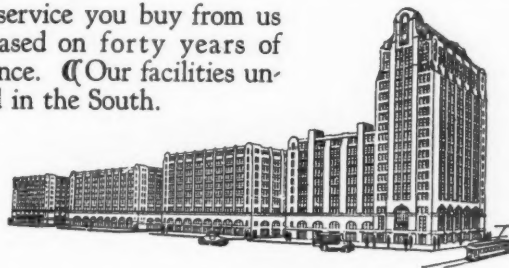
with a
SEMI-HEX

Pigs may be pigs but there is a difference in pencils. Write 100 words with a Semi-Hex to prove it. Get the feel of its perfect balance, the finger comfort of its rounded corners. Note the smooth, easy writing of its long-lasting lead. Compare it with any other pencil on any basis. Semi-Hex is "the pencil incomparable." It deserves to be your favorite writing instrument.

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When the old grim reaper takes his toll and you are padded across the dark river—will your passing leave a liability?

To your loved ones—you owe an obligation in life; likewise, a greater obligation in death.

It's a serious question—answer it through adequate life insurance.



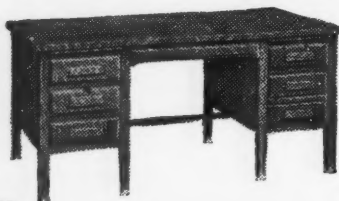
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CABINETS**

ASKEW

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Back Twenty Years

(Continued from page 8)

into the glass receptacle and the gate attendant turns a handle, the arms of the turnstile permitting the patron to go through.

Inside the gates the stranger is impressed by a green vista of great trees, looping their graceful arms together to form an arch through which he may walk toward the center of the great Fair Park.

But he may have a penchant for agriculture. If he does, he is attracted by the big agricultural building at his left, and goes in.

Say, if there's any doubt as to Texas' agricultural ability, all is dispelled for those who enter here. From apples to milo maize, everything that comes out of the ground and is good for man or beast is on display, and on most attractive display at that. He sees the handiwork of the students in the various Texas educational institutions—is impressed by the bigness and the facilities of A. & M. College—what is being done to raise the efficiency of the negro farmer of Texas and other Southwestern States. And this year, too, he notices that, because of the increase in the number of agricultural exhibits, another addition to the exhibit buildings has had to be provided.

From the Agricultural Building he may drop into the Art Building; view the magnificent collection of paintings, and a little later marvel at the many things that Texas housewives have on exhibit. The Art Building also houses the women's exhibits, which run the full gamut of woman's handiwork.

In the great Main Exhibit Building a little further on, he is entranced by the quaint beauty of the Spanish Village, wherein practically every nationally advertised product handled by retailers is on display. Also, under this same great roof are the displays in the so-called Educational Building—demonstrations of the latest household utility; ice-making machines; cold storage appliances; carpet sweepers; coffee percolators—almost everything you can think of. And one enterprising health resort man has built up a display that is so naturally urban and bucolic, with the yellow medicinal waters bubbling up right out of the ground, that the visitor makes a vow to go see the place, down in East Texas, at the first opportunity. He sees the displays of the great department stores; watches the cars go 'round and 'round in the exhibit of a traction company, and mentally compliments a well known railroad for the attractiveness and beauty of the miniature train it is showing in a well illuminated booth.

What's that he hears?

Brass band? Famous singer out in the open? Have to go see!

Outside the sound is plainer. It is a band, and a good one. Sounds like Sousa! But it isn't. Just one of those latest phonograph developments, and

a wonder. Why, that thing fills up the whole grounds with pleasing sound. Attractive display, too. Have to stock that make when he gets back home.

Implements—machinery—lots of it. Right out in the open with the wheels going 'round and 'round, too. Gosh, that ought to be interesting to the farmer fellows. It is, too. Just look at the number of well-to-do agriculturists grouped about the different exhibits. You can pick 'em out. They're the fellows that produce. Not a parasite among 'em.

Well, let's go a little further down. Hello, here's a new thing. Street cut through, right over to the livestock department. Let's go over. Interesting exhibits all along the route. Fine livestock show. Tell me, Texas still raises fine stock, and will keep on doing it. Poultry, too. Great show, isn't it? What's that man talking about? Lecture on some particular branch of the industry. They have one every day. Poultrymen get a big kick out of the State Fair show, just as livestock men do.

Let's go on back, and see what's down on Amusement Row.

More room this year, isn't there? More free stuff, too. That's the idea—after a fellow pays his half dollar at the gate, he likes to think he's getting value received after he goes in.

Circus acts? Great, ain't they? Every day from 12 to 1 and from 6 to 7 before the grandstand? That's fine. And look at the crowd up there! They're enjoying it to the fullest extent.

Carnival show right down there below us. Everything you can think of, almost. Looks new, too, doesn't it? I'll say it does. The head of the outfit is a former Texas boy, and he believes in paint. It sure helps.

That new location for the carnival shows surely helped the permanent amusement devices in Fair Park, didn't it? You can move around "on the lot" now with every ease. Great plant, too! Don't see anything more complete than that anywhere up East. 'Course, Coney Island is bigger, but you can have just as much fun right here.

Seen the new Auditorium show? Going tonight? That's right—it's a wonder. And say, ain't the new paving great? No mud—park cars regular as wooden soldiers; everybody gets away after the performance right on the dot. These actors sure do praise the Auditorium—say it's the best they've seen anywhere. And the precedent established by the State Fair last year is being lived up to this year. "Princess Flavia" is bigger here than it was on Broadway, and that's a fact.

On the way up we'll go by the Manufacturers' Exposition and the Automobile Show. Did you know there's nearly 4,000 factories in Texas now. Fact! Great display they've got in the Automobile and Manufacturers' Building. Revelation to a lot of folks. You didn't know they made that stuff in Texas, did you? Course

not! Every time you come to the Fair you learn something.

Boy, ain't they beauts? 'Nother thing you didn't know—that right here at the State Fair Automobile Show is the first opportunity you get to compare the very latest models and makes one with another. Right here, now, you are seeing the identical cars they'll be showing at the New York Show in January and at Chicago in February. Tell me Texas ain't up and doing! We give it to our people first.

Going back to town! Say, we haven't only just skimmed the surface—there's lots more we haven't seen!

Coming back! Me, too—always do. When'll I meet you—day after tomorrow! O. K. You're on, at 10 o'clock, and we'll take a new route; that's the day the first big delegation of farm boys and girls come to the Fair and we mustn't miss 'em. Those kids are the future producers of Texas, and they can have anything I've got.

All right—see you at the gate!

And there you are.

If you can't get a punch out of the Fair—if you find your interest in things and people is lagging, you better watch out; it's a bad sign. Either you're a bit bilious or you're losing your pep. In one event, you ought to consult the doctor. In the other, just consult yourself, and wake up!

—o—

Dallas Man Honored

THE daily press contained recently a brief notice of the honor accorded to Homer R. Mitchell, Vice President and General Manager of the Texas Employers' Insurance Association and Employers' Casualty Company, through his selection as President of the National Association of Mutual Casualty Companies at their annual convention, held in New York the current month.

The National Association of Mutual Casualty Companies is a nation-wide organization, comprising all of the larger casualty insurance companies operating on a mutual basis. Many of the keenest business minds of the country have long been identified as executives in these institutions, and the selection of Mr. Mitchell as the national president, in recognition of his long and distinguished services in this field, is a decided honor and distinction.

For many years, Mr. Mitchell has been closely identified with business and civic enterprises in the city of Dallas. Apart from his position as the executive head of the two insurance companies above mentioned, he is a director in the Republic National Bank; was president of the University Club during the year that institution inaugurated its unique building plan; is at the present time president of the Presidents' Club; and has always taken active interest in all movements having to do with the progress and development of the city.

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A proposal to construct your building for a definite price means nothing unless the bid is made by a contractor of established skill, integrity and responsibility.

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STAPLER, R. RUSSELL
STEARMAN & SON
WATSON COMPANY
Frank N. Watson,
Executive Secretary

Humanizing Finance

There is no denying the human element in business. An organization is not a machine and it functions only to the degree of capability expressed by the individuals who make it up.

The consistent growth of this organization is representative of the high ideals fostered in the mind of each officer and employe, for the purpose of serving you better and better.

The AMERICAN EXCHANGE NATIONAL BANK

Capital, Surplus and Profits

\$9,000,000

LOOKING DALLAS AND THE SOUTHWEST OVER

"A strong seasonal demand for merchandise at wholesale and increased industrial activity were important developments during August," according to the October Federal Reserve Bulletin, which continues: "With the exception of cotton, principal crops made satisfactory progress—building permits declined for the third successive month." Holland's Southwestern Report is exceedingly optimistic, its headlines telling the story: "Cotton Becomes Real Money Crop;" "One Third of Cotton Crop in Texas;" "Best Food and Feed Crops in Years;" "Sixty Thousand Cars of Fruits and Vegetables Shipped;" "Lower Rio Grande Valley Delivers 28,000 Carloads;" "\$800,000,000 Cash Income for Texas Farmers in 1926."

REAL ESTATE TRANSFERS—DALLAS COUNTY

	1925	1926
January	\$ 7,132,127	\$ 7,288,594
February	6,520,472	6,265,481
March	7,447,307	7,906,397
April	7,086,458	6,604,704
May	5,992,467	8,233,281
June	9,197,746	6,784,082
July	6,540,717	7,658,452
August	7,791,921	6,800,421
September	6,111,213	7,161,262
Sub-Totals	\$66,820,428	\$63,112,625
October	6,865,171	50,840
November	6,835,639	51,211
December	8,204,331	51,642
Totals	\$88,725,569	

POSTAL RECEIPTS

	1925	1926
January	\$ 235,133.15	\$ 306,328.98
February	272,484.66	303,478.65
March	281,863.02	326,430.53
April	263,172.89	296,782.32
May	246,524.66	327,341.31
June	263,380.62	301,664.12
July	244,428.75	268,278.30
August	256,293.17	277,770.66
September	297,460.69	315,546.11
Sub-Totals	\$2,410,791.51	2,671,620.98
October	333,438.08	
November	323,721.53	
December	382,214.58	
Total	\$3,455,165.70	

DEBITS TO INDIVIDUAL ACCTS.

	1925	1926
January	\$236,899,000	\$ 254,109,000
February	203,672,000	207,691,000
March	219,565,000	215,835,000
April	184,462,000	192,282,000
May	176,781,000	180,898,000
June	184,294,000	189,309,000
July	184,649,000	193,105,000
August	168,769,000	185,910,000
September	211,992,000	223,840,000
Sub-Totals	\$1,770,086,000	\$1,842,979,000
October	265,837,000	
November	265,196,000	
December	255,395,000	
Total	\$2,526,514,000	

Greater Dallas

WATER METERS

	1925	1926
January	46,823	51,762
February	47,175	52,123
March	47,676	52,522
April	48,210	52,823
May	48,666	53,026
June	49,010	53,241
July	49,654	53,501
August	50,152	53,702
September	50,538	53,895
October	50,840	
November	51,211	
December	51,642	

BUILDING PERMITS

	1925	1926
January	\$ 2,908,070	\$ 1,265,509
February	2,147,552	1,937,680
March	2,058,841	2,122,435
April	3,343,282	1,406,687
May	3,804,113	1,708,021
June	1,649,972	2,292,352
July	1,990,346	960,288
August	1,496,753	1,668,055
September	2,611,204	496,392
Sub-Totals	22,005,133	18,856,319
October	2,239,490	
November	1,827,107	
December	2,807,828	
Total	\$28,379,558	
Greater Dallas	6,470,000	
Total	\$34,849,558	

BANK CLEARINGS

	1925	1926
January	\$ 226,468,030	\$ 240,544,209
February	208,232,270	200,337,789
March	216,097,443	215,684,325
April	181,438,574	182,010,737
May	166,792,239	179,869,684
June	177,610,437	191,017,706
July	184,530,172	185,180,693
August	178,289,499	184,299,300
September	241,091,583	229,214,776
Sub-Totals	1,775,450,247	1,808,159,222
October	283,792,035	
November	246,879,294	
December	250,708,344	
Total	\$2,556,829,920	

GAS METERS

	1925	1926
January	51,380	57,559
February	51,847	57,932
March	52,107	58,355
April	52,364	58,805
May	52,680	59,139
June	53,005	59,433
July	53,416	59,937
August	53,855	60,138
September	54,475	60,560
October	55,432	
November	56,311	
December	57,107	

ELECTRIC LIGHT CONNECTIONS

	1925	1926
January	50,007	55,256
February	50,400	55,573
March	50,748	55,786
April	51,161	56,191
May	51,618	56,547
June	51,882	56,616
July	52,168	56,935
August	52,619	57,316
September	53,463	58,042
October	54,243	
November	54,645	
December	55,007	

TELEPHONE CONNECTIONS

	1925	1926
January	54,190	60,982
February	54,756	61,480
March	55,196	62,023
April	55,725	62,652
May	56,413	63,102
June	56,518	63,170
July	56,661	63,239
August	57,189	63,430
September	57,532	64,042
October	59,601	
November	60,048	
December	60,545	

We are indebted for the statistics shown on this page to: Dallas Clearing House Assn.; Federal Reserve Bank; Commercial Record; Postoffice; Building Inspector; Dallas Power & Light Co.; Water Department; Dallas Gas Co.; Southwestern Bell Telephone Company.

ROMANCE A LA MODE

There's a dam that stops the water
Where the River Shannon flows,
And a concrete road that leads to
Mandalay;
Though Macree still stands for
Mother.
Erin's girl you'd hardly know,
Silver threads among the gold are
bobbed today.

Annie Laurie runs for gov'nor
On her glib-tongue promise true,
And My Bonnie lies—for lyin's all
the rage;
While my Irish Rose gets wilder
On the stuff of modern brew,
As my Nellie Grey—the darlin'—
strikes for wage.

Oh, that long, long trail a-windin'
Isn't windin' any more,
In no Shady Lane can lovers go
alone;
For they've straightened out the
highways,
Where the autos bang and roar,
And the Lane is now an anti-park-
ing zone.
—Colville's Printalk.

Business Opportunities

Water Heater Control: Wholesale distributor selling to plumbers, electrical contractors, etc., wanted by Rochester manufacturer. Distributor required to carry stock in Dallas. Refer to No. 1847.

Electric Heating Pad: Cleveland manufacturer seeks representation in Dallas upon commission basis. Refer to No. 1848.

Faience Tile: Cincinnati manufacturer desires sales representative or manufacturer's agent in Dallas. Refer to No. 1849.

Food Products: New York importer of egg products, furs and skins, wool, oil, seeds, gums, nuts, tea and other materials desires to make connection with Dallas food broker or commission house. Refer to No. 1850.

Textiles: New York manufacturer of voiles and silk and cotton fabrics in plain and printed styles desires experienced salesman to handle their line with jobbers, wholesalers and large department stores. Refer to No. 1851.

Washing Machines: Iowa manufacturer desires agent in Dallas with connection with hardware and electrical trade. Refer to No. 1852.

KNOW TEXAS

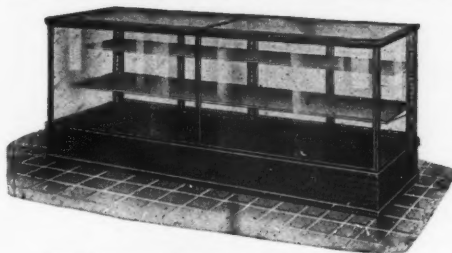
Texas statisticians have figured that the value of Texas manufactured products in 1926 will be almost as great as the value of Texas farm products.

There are about 440,000 farms and more than 4,000 manufacturing establishments in Texas.

Exports through the port of Galveston in 1925 were valued at \$455,358,451.

The value of railroads in Texas is more than \$700,000,000.

The capital of Texas has been at Austin since 1845. Prior to that time it had been at Washington, Harrisburg, Galveston, Velasco, Quintana, Columbia and Houston.



From Manufacturer direct to you—at a saving
in price and freight

The
Dallas Market

has a large modern factory,
comparing favorably with
any in the country devoted
to the manufacture of

**Show Cases
and Fixtures**

for the Dry Goods,
Millinery, Jewelry
and Drug Trades.

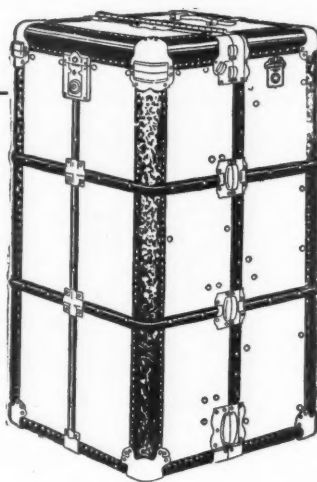
SOUTHERN FOUNTAIN & FIXTURE MFG. CO.

1900 Cedar Springs

DALLAS, TEXAS

Phone 7-6098

Padgitt
LUGGAGE



In-built quality is the outstanding feature in every piece of Padgitt Luggage. It is built to stand the strain of travel—prices never higher than quality.

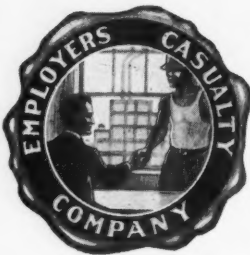
PADGITT BROS.

1020 Commerce Street

The Sign of Quality in

The World of Auto Insurance

...and the emblem on an automobile insurance policy that signifies a wise buyer, one who insists upon sound protection for its lowest net cost.



Is this Emblem on your Policy?

EMPLOYERS CASUALTY COMPANY

A Stock Company that Shares Profits with Policyholders
HOMER R. MITCHELL, V. P. & Gen'l Mgr. W. B. HEAD, Pres.
Interurban Bldg., Dallas

New Gas Supply

DALLAS will now get its natural gas from four independent field lines—16-inch lines from two Oklahoma fields, an 8-inch feed line from the big line at Handley, and the new 18-inch trunk line coming in on the Kaufman Road from West Texas.

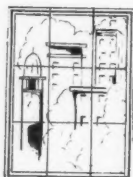
Domestic gas for Dallas and its suburbs cost the people only \$2,825,000 last year.

This same heat value in coal, or other fuel, would be at least \$6,400,000.

So you see what it means to live in a city with an untouched fuel on tap for every purpose.

THE DALLAS GAS COMPANY

1,000 B. t. u.'s per cubic foot. An internal combustion engine requires less than 1,000 cubic feet to produce 100 horsepower per hour.



OPEN SHOP CONFERENCE

THE tenth semi-annual session of the American Plan Open Shop Conference will be held in Dallas. The last meeting of this conference was held in Detroit.

This conference will bring to Dallas leaders in the Open Shop movement from approximately one hundred cities in the United States. This conference was organized for the purpose of giving the executives of Open Shop associations in a number of the large cities of the United States an opportunity to get together and discuss problems of mutual interest. Not only do we have at this meeting executives of Open Shop associations in the large cities throughout the United States, but we also have representatives from a majority of the large trade and industrial organizations of the United States whose business it is to promote the Open Shop within their particular field of work. At the Detroit meeting we had representatives from the National Founders' Association, the National Metal Trades Association, the National Manufacturers' Association, the National Automobile Chamber of Commerce, the National Automobile Dealers' Association, and from a number of other similar organizations.

The fact that Dallas is recognized throughout the Nation as one of the leading Open Shop cities in the country, and the further fact that it is recognized as the business and industrial center of the Southwest, were important factors in making it possible to secure this meeting for November.

The sessions of this meeting will be in the form of executive conferences, and participating in the meeting will be a number of outstanding leaders of business and industry throughout the whole United States. Local arrangements for the meeting are being handled by a committee appointed by the Dallas Open Shop Association. Mr. A. C. Rees, General Manager of the Associated Industries of Utah, is the president of the conference, and will preside at all sessions of the conference. While the regular sessions of the Conference are executive, a public meeting will be held, on the evening of November 16, in the Junior Ball Room of the Adolphus Hotel, to which meeting all members of the Dallas Open Shop Association and the Dallas Chamber of Commerce will be invited. The speaker for this meeting has not yet been chosen, but he will be a man of outstanding ability, capable of dealing in the most satisfactory manner with the current problems of business and industry.

The Golden Rule

(Continued from page 15)

"donation" and not through an advertising appeal.

The Bureau offers the business man, through its Media Service, an opportunity to save money, both for himself and every other advertiser in the city.

Better Business Bureau Methods

CERTAIN principles stand out in Better Business Bureau work. Prominent among them are the following:

Facts, not fancies; proof, not theories, are fundamentals of the "Truth in Advertising" movement.

To lift suspicion resting upon an honest merchant is as important as correcting the practices of a dishonest one.

To reduce unfair competition, transform misdirected energy into constructive business force.

It is a greater achievement to turn an unscrupulous merchant into a fair-dealing merchant, than to convict him of falsehood.

Fairness toward the advertiser of honest intent, but fearlessness toward any persistent abuse of advertising, is protection for legitimate business.

Criticism is valuable when it suggests a constructive remedy.

Civic Federation Announces Program

THE Dallas Institute for Social Education, conducted under the auspices of the Civic Federation of Dallas at its building, 2419 Maple Avenue, has issued its announcement for the season 1926.

Twelve adult education courses will be conducted under able leadership. They include the following:

Adolescent Psychology: Miss Jeanette Ziegler, Principal St. Mary's College.

Elementary Astronomy: Dr. A. D. Laugenour.

English History: Professor J. D. Doty, S. M. U.

Government: Professor S. D. Myres, Jr., S. M. U.

History of Civilization: Rev. Umphrey Lee, Pastor Highland Park Methodist Church.

Industrial Relations: Elmer Scott.

Introductory Psychology: Eva A. Freeman, Dallas Child Guidance Clinic.

Modern Literary Trends: George Bond, S. M. U.

Study of Religions: Rev. Geo. M. Gibson, Jr.

Social Adjustment of Children: Prof. H. L. Pritchett, S. M. U.

Seminar in Discussion, Leadership: Dr. E. C. Lindeman of New York City.

Social Functions of the Church: Prof. J. Richard Spann, S. M. U. and The Ven. Harry Lee Virden.

In addition to the regular Institute courses there is set up a special Social Service Institute of six weeks with an able faculty for training in Social Service. Full information may be had by application to Miss Gaynell Hawkins, Institute Director, 2419 Maple Avenue; Phone 7-4535.

There Is One Fundamental Law of—

—Advertising and Selling that most of us believe in, but only the more successful really practice—it is the Law of "Continuity."

Experience has taught that if your salesmen select the right list of prospects and call upon them steadily and persistently, they are sure to get results. You wouldn't have a salesman who became discouraged and quit because he failed to secure an order on the first or second call.

Yet there are a few business men who send out one or two sales letters once or twice a year—and, when the "World fails to beat a pathway to their door", they quit and say it does not pay to spend money for Direct Advertising.

If it takes continued effort to land and hold a customer with personal selling—how is it that some business men expect one or two sales letters, sent out once or twice a year, to break down a "mountain-side" of sales resistance and bury them under a "landslide" of orders?

COMMERCIAL PRINTING & LETTER SERVICE COMPANY

Premier Mail Advertising Service of the Southwest

918 Santa Fe Building

2-8168 - 2-8169 - 2-3393



WHEELS



Axles and Springs
Ice and Dairy Wagons

Wm. T. Fulton 1512 Main St., Dallas, Texas

S. KOENIGSBERG, Inc.

TAILORS AND IMPORTERS

Fall and Winter Suitings

Upstairs—1306½ Main St.

Chili Con Carne

(Continued from page 9)

You didn't see it? Here, that's another bean less."

He continued to adjust the machine and I asked him if he couldn't increase, instead of decrease, the number.

"Certainly," he replied—but I noticed he changed the subject.

"These beans are different," he told me. "Very different. You can eat all you want of them. Try it some time." I was willing to try it then but he told me that they would have to be canned and steam cooked for an hour before they would be ready. Mr. Gage is a diplomat. He showed me every section of the plant—the automatic machinery that makes hot tamales—never touched by human hands; the office of the U. S. Food Inspector, who keeps a close check on the raw materials and the finished product, the great warehouse stocks; the labeling machines—I saw it all except the testing room, and it was almost dinner time.

He told me the secret that makes his chili con carne so much more delicious than that of anyone else, but I promised that I would not tell a soul—unless that soul came from Louisiana. I smelled the savory odors; saw the delicious concoctions, but I didn't taste a thing.

After an hour and a half of fasting and inspection, he led me back to his office, and, deciding that I would have to wait until I could get back to Langs', I determined to be of stout heart.

"How long have you been in business, Mr. Gage?"

"For about nine years," he replied. "Prior to 1917 I was in the food brokerage business, but in that year I decided to go in the canning game. I started the Thrift Packing Company, later bought out the Delgado Manufacturing Company and last

year the Western Food Products Company. Our main lines are: jellies, preserves, condiments, malt syrup, chili con carne, beans and tamales.

"We invented and constructed our own machinery for the handling of the last named product, and this is the only plant in the world where tamales are not touched by hand from the time the meat is placed in the grinder until the paper wrapper is taken off by the ultimate consumer.

"Our growth has not been phenomenal. We have been tempted at times to rush ahead, but we have checked this tendency as we have seen too many succumb to that scourge of infant factories, ambitionitis. There are rocks and reefs strewn the course of those manufacturers who want to cover the United States with barely enough capital to supply the hundred-mile radius. It takes capital and plenty of it to put over even the best of products. We are expanding gradually, but surely. Today we have branches at Miami and Jacksonville, Florida; Kansas City, Denver and San Francisco. We operate through jobbers and brokers exclusively, although we maintain our own salesmen in all our different territories. The business has doubled every year under these methods and we are now in a position to ship a carload of canned goods every day. When you consider that it takes about 48,000 cans to make a carload you will appreciate the number of beans, for example, that must be washed, prepared, canned and pressure cooked to fill that car.

"Our freight rates allow us to compete in any part of the United States. The Thrift and Delgado brands are now known in almost all sections of the Nation and the day is not so far away when these same brands will be known in every city in our country. We do not appeal to price and our goods are sold strictly on the basis of quality.

"Dallas is losing an opportunity in not working for more canning factories. Our location is just as favorable as that of any other city in the country. Our raw materials are at our very doors, our freight rates could not be more favorable. The beans, onions, berries and fruits are now shipped north to be canned or left at home to rot when a canning industry of sufficient proportions could do for Texas what it has done for California."

That's just about all the story. Mr. Gage invited me to come back some time and have a medium with him, but that didn't do me a bit of good. There is one thing though that still worries me. Near the big pressure cookers, steaming away at their task of making still more delicious that staff of a hungry stomach—the bean—there are two signs. One read, "No Smoking;" the other, "Warning: Mollie sat upon the stove. The stove was Hot Tamale."

Who ever heard of a stove being Hot Tamale?

The Tale of 32 Cities

(Continued from page 5)

opportunity of earning a livelihood, or else they become a liability, rather than an asset. Increasing our payrolls is the answer to the problem. The payroll dollar is the most faithful servant on earth because it serves willingly and unselfishly every cross-section of commerce and in its round of duty ministers to every phase of industry.

In the past we have been waiting too patiently for outside men and outside capital to come in and develop our territory. No one will do for us what we can do for ourselves, nor have we a right to expect it. Dallas industries—Texas industries, can be expanded and new industries built by Dallas men and Dallas money and by Texas men and Texas money. Outside men and outside capital are welcome to Dallas and Texas certainly, but the surest way that we can prove our faith in our own resources is to invest our own money in these needed and potentially profitable industries.

Another very vital thing we should keep in mind always is that the one sure way to bring about the building of needed branch plants in this section is to create competition for them in this section, which necessarily will make it just good business for these plants in the North and East to build branches in our own territory.

The time was, just a few years ago, when the returns from the sale of raw materials provided a sufficient income for our population, but this condition has been materially changed. With the population increasing in our State in the proportion of eight coming in to each one leaving, it has become apparently necessary now that we conserve the spread between the value of the raw materials and the value of the finished product. To illustrate: suppose a pound of raw cotton is worth fifteen cents. This pound of cotton will make seven yards of calico with a value, we will say, of forty cents.

C. B. ZUBER

F. M. ZUBER

ZUBER & ZUBER

Wholesale Collections

Established 1918

408 Santa Fe Building

HOME OFFICE: DALLAS

Our Health and Accident policies provide \$5,000.00 for accidental death and guarantee a monthly income to policy holders disabled by sickness or accident. Special policies for business and professional men at very attractive rates. Nearly a quarter of a century of unexcelled insurance service—over \$1,600,000.00 paid in benefits.

ITA

INTERNATIONAL TRAVELERS' ASSOCIATION
Price Cross, Pres. Dallas Texas Ben Haughton, Sec'y



E. Faubert

MERCHANT TAILOR

Many stylish fabrics are now on hand for that Fall suit or overcoat
Phone 2-5364 204-5 Continental Bldg.

Then if the value of the raw material is fifteen cents and the value of the finished product is forty cents, there is a spread of twenty-five cents in new wealth created for the use of and benefit of the people of this particular area.

Statistics may seem bare and uninteresting and the figures that make up these statistics may seem cold and of little moment, but we cannot controvert the fact that the history of the thirty-two cities studied and the progress made by them, both in point of population and in point of manufactured output, does prove conclusively that any city to have a large population and to have that population profitably employed must have payrolls created by industrial enterprises.

It is not a matter of sentiment, it is simply a matter of good business to see that the citizens of any community are profitably employed. "The Tale of Thirty-two Cities" does prove that it is good business and the part of wisdom to make provisions for a constantly increasing industrial development with its incident increase of payroll dollars.

As we look out over the great expanse of acres that make up the Lone Star State of Texas; as we vision its present and its tremendous future; as we think of what was accomplished yesterday, what is being accomplished today and what is possible of accomplishment tomorrow, using as a guide and as a yardstick the progress made by other cities in the older settled areas, we can easily satisfy ourselves that there is the real necessity existing today for careful thought toward the working out of our industrial future. The possibilities of the future are so limitless that we may turn our imaginations riot today and fail then to comprehend the possibilities that lie ahead of this section in the next twenty-five to fifty years.

If we are to write a successful "tale of one city—Dallas"; if we are to safeguard its future, then we must give earnest consideration to our industrial problems.

It has only been sixty-one years since the last lonely bugle sounded "cease firing" at Appomattox, and it has only been fifty years since the days of reconstruction, when Texas really began its upward march toward an enduring progress. But if the splendid achievements which have been wrought by this State in this half century, are any indication or any measure of what the progress during the next fifty years will be, we cannot begin to comprehend our possibilities if we who today have in hand the future progress of this area will give to it sufficient thought, sufficient interest and a dedication of ourselves to the real abiding interests of this area. Texas has never failed. Dallas has never failed and in this instance in the writing of the commercial chronicle of this city it can be confidently said that its writing is in safe hands, because the interest of Dallas is uppermost in the minds of its loyal citizens.

A Significant Fact

DURING the summer and early fall months of this year, when many were complaining of business being below normal, we were having the best business of our history. ¶ We put quality into the work we do—and quality pays. That's why we are busy. ¶ Don't wait until you have something big to call us. Size hasn't anything at all to do with quality.



JOHNSTON
Printing & Advertising Company

McKinney at St. Paul

DALLAS

AMERICAN ELEVATORS

SOLD BY J. PEYTON HUNTER 517 WILSON BLDG. DALLAS

BUILT BY AMERICAN ELEVATOR & MACHINE CO., LOUISVILLE, KY.

AUTOMOTIVE ELECTRIC COMPANY

7-1101

Authorized Service Station for most Automobile Electrical Equipment, Speedometers, and Magnets.

M. M. MAYFIELD

L U M B E R

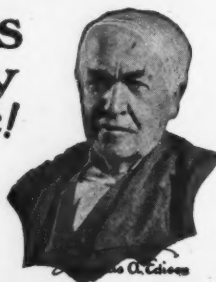
Elm and T. & P. Tracks

All Phones 3-2171

Millions of letters
are mailed a day
ahead via the Ediphone!
Dispatch is business!

THE EDIPHONE
2025 Jackson St. Phone 2-6976

Ediphone
Edison's New Dictating Machine



ROY BLACK BATTERY SERVICE

Prest-o-Lite and Columbia Batteries

RENTAL - RECHARGE - REPAIR

2304-10 South Ervay

Phone 4-0994

The Only Real Battery Station in South Dallas

Victory Wilson

INCORPORATED
GUARANTEED CLOTHES

Style is hand-
tailored into
the clothing
that carries
this label.

Twenty-nine New Recruits

During the month of September there were twenty-nine new members added to the Chamber of Commerce Roll.

NEW INDIVIDUAL MEMBERS

American Crayon Company, S. P. Coffey; Chalks, Crayons, Pencils, Modeling Materials, etc.; 1308 Santa Fe Building.

Andreas, Carl E., Painting Contractor; 4204 Willow Street.

Bomar Bros., W. B. Bomar; Insurance Agency; 205 Liggett Building.

Continental Supply Company, H. S. Frady; Oil & Gas Well Supplies; 1401 Magnolia Building.

Culom, Jno. H., District Clerk Dallas County; Court House.

Dallas Dry Goods Company, Inc., H. Schwartz; Dry Goods and Clothing, Wholesale; 2408 Elm Street.

Fain-Townsend Company, Rex Townsend; Investment Securities and Mortgage Loans; 1009 Praetorian Building.

Frick-Reid Supply Company, E. M. Frye; Oil and Gas Well Supplies; 2117 Magnolia Building.

Good Humor Ice Cream Company, R. M. Beardslee, Pres.; Ice Cream Manufacturers; 1909 N. Houston Street.

Greene Brothers, R. E. Hudson; Refinery Equipment, Chemicals; 416 Magnolia Building.

Harris Transfer Company, Jno. A., Mr. Jno. A. Harris; Transfer and Storage; Scyene Avenue.

Haskell Transfer Company, A. Gifford, Propr., Transfer and Storage; 2419 N. Haskell Avenue.

Richard Hellmann, Inc., of Texas, D. A. Neumann; Food Products, Mayonnaise, Southern Relish, etc.; 1609 Corsicana Street.

Hill, Dr. J. B., Dentist; 307 Liggett Bldg.

Hockenbury System, Inc., The, James C. Trostle; Community Financing; 3509 Fairmount Street.

Home Creamery Company, L. J. Nuroth; Dairy and Creamery; 3207 Pennsylvania Ave.

International Correspondence Schools, S. M. Phillips, Supt.; Correspondence School; 205 Slaughter Building.

International Derrick & Equipment Company, The, F. W. Mohler; Oil Field Supplies and Steel Derricks; 303 Southland Life Bldg.

Lattimore & Lattimore, J. L. Lattimore; Real Estate; 1019 Main Street.

Marlow Company, E. G., E. G. Marlow; Stationery, Photographic Supplies, etc.; 1519 Main Street.

McCormick & Turner, Geo. W. McCormick; Insurance Agency, (General); 201-2 Central Bank Building.

McMurray, John W., (Samuel Bingham's Son Mfg. Company), Printers' Rollers and Supplies; Patterson and Orange Streets.

Mid West Stage Line, Cecil Sherman; Bus Line; 2227½ Bryan Street.

Missouri Pacific Railway Company, Guy A. Deuel; Railroad Company; 1608-9 Kirby Bldg.

Paris Transfer & Storage Company, J. L. Robinson, President; Transfer and Storage, Warehouse Company, etc.; 1200 Young Street.

Elliott Shields Planing Mill Company, T. Elliot Shields; Sash and Doors and Planing Mill; 4007 East Side Avenue.

United Roofing Company, Inc., R. F. Henderson; Roofing Contractors and Roofing; 3405-A Main Street.

Vineyard, R. A., Assessor; 902 Waverly Avenue.

Womack, Baker & Womack, H. M. Womack; Property Owners; 511-13 Elm Street.

GOING TO MEXICO?

If you are you will be interested in the following regulations which have just been published by Sr. R. Cantu Lara, Mexican Consul at Dallas.

All persons going into Mexico must secure an identification card from the Consulate in which jurisdiction they reside. Tourists are exempt of this requirement, but must have a tourist certificate issued by the Consulate to be presented at the border.

Identification cards as well as tourists' certificates are individual, but minor sons and daughters may be included either in father's or mother's card or certificate.

For obtaining identification cards it is necessary:

(a) To make a written application to the Consulate on special blanks which are furnished on request. Three photographs must be attached to the application.

(b) To present documental proof as to the good conduct and civil state of the applicant. A letter from any authority, bank or commercial concern will be sufficient.

Identification cards are issued free.

For the effect of the law a tourist is a person that goes

(a) On business

(b) On vacation

(c) On a personal visit

and whose trip will not last more than six months.

For obtaining a tourist certificate it is necessary to present documental proof as to the good conduct, civil state, purpose and duration of the trip. A letter from any authority, bank or commercial concern will be sufficient.

Consular fees on tourist certificate are \$1.00, and no photographs are required.

Those not wishing to be vaccinated at the border must have a certificate of vaccination that may be obtained from the Public Health Department or any physician. This certificate must be vised (legalized) by the Consulate and fees on same are \$1.00.

KNOW TEXAS

Seventy per cent of the world's sulphur is produced in Texas.

Citizens of Menard County, in west Texas, have voted a big bond issue for good roads by a ratio of ten to one.

Texas has more than 20,000 oil wells in 75 counties, producing in excess of half a million barrels of petroleum a day.

There are 946 square miles of workable iron ore in 19 Texas counties.

Texas' natural gas fields have potential capacity of 38 billion cubic feet, of which 154,000,000 cubic feet a day is being used.

In 1925 Texas produced \$600,000 worth of silver—an industry but few people know exists in Texas.

Texas leads all the States in cotton, livestock, wool, mohair, rice and a number of lesser commodities.



Do You Know This Man?

HE'S the fellow who forgot to buy new electric lamps to replace several "dead" ones.

Now he appreciates electric lights. He had to cautiously fumble his way upstairs, using a match for light--just like his ancestors did with the flaming torch.

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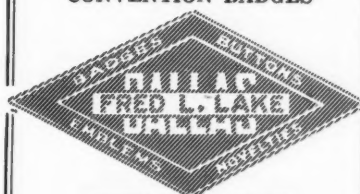
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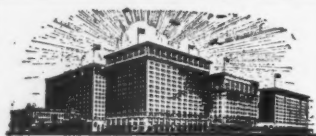
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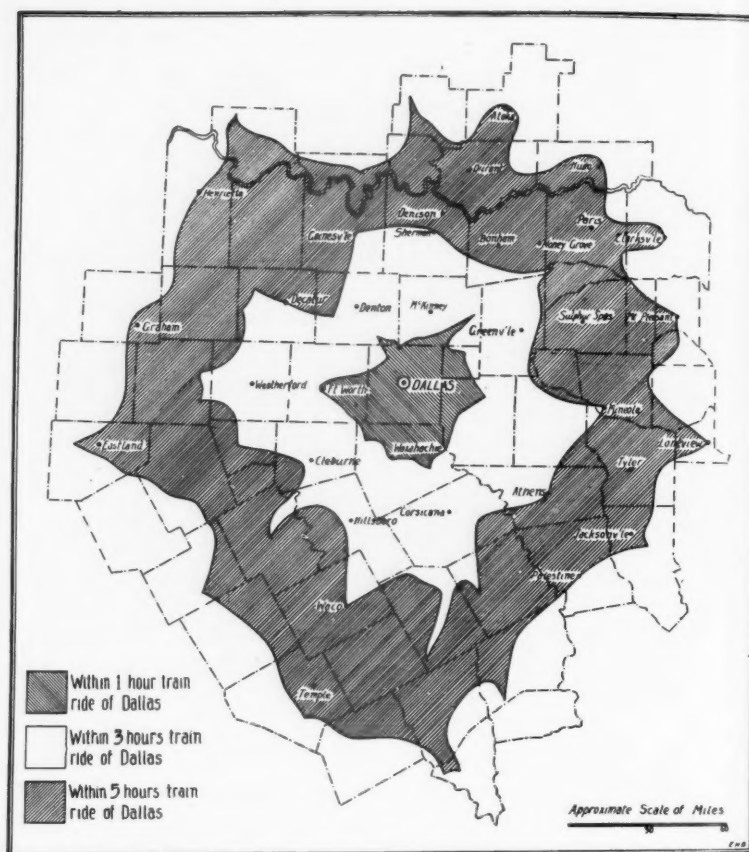
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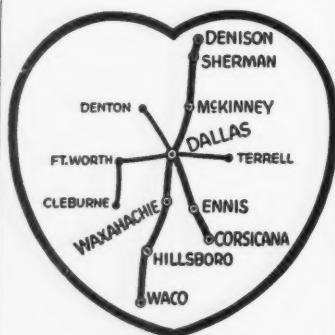
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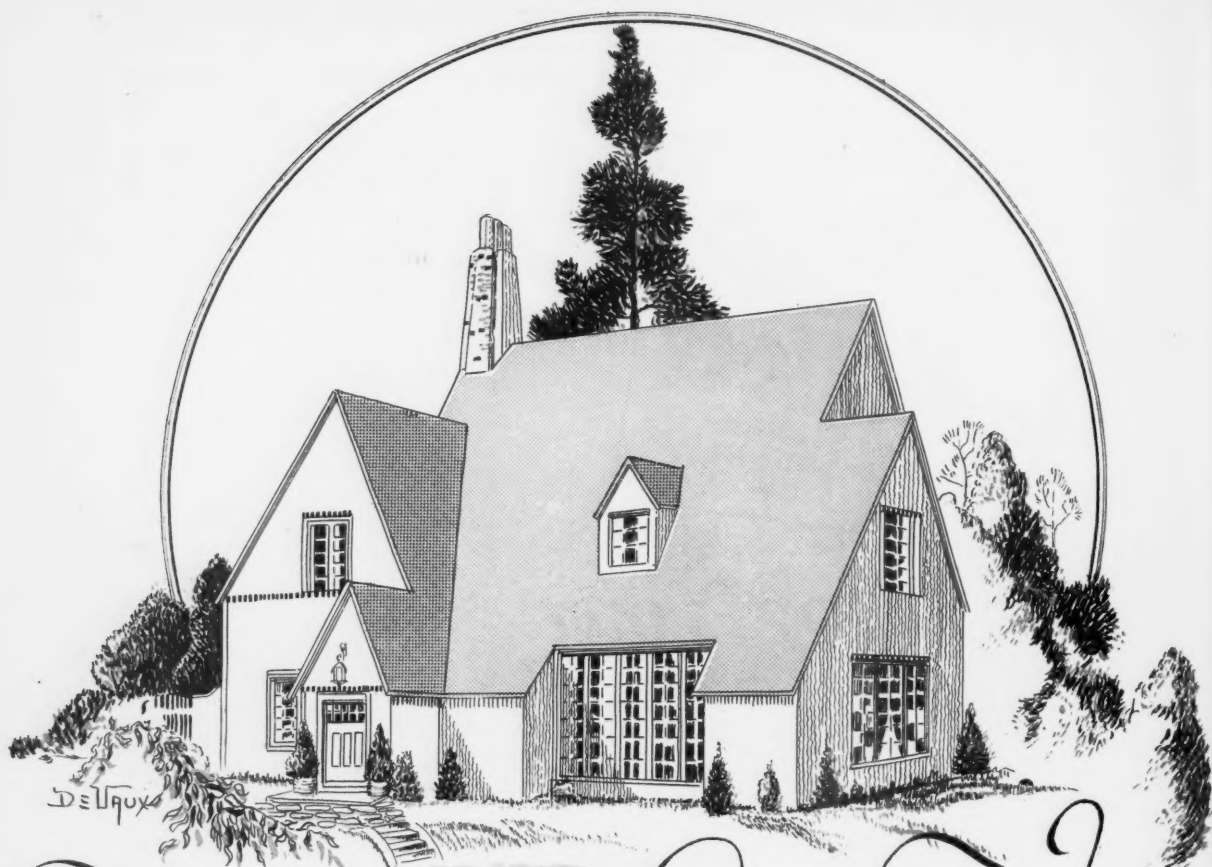
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